

EMI-Prospective members

EMI

EMI/US, LTD. / EXECUTIVE OFFICES: 1750 N. VINE ST. / LOS ANGELES 28, CALIFORNIA

March 21, 1962

Mr. Harold E. Hill  
Administrative Vice President  
National Association of  
Educational Broadcasters  
1346 Connecticut Ave. N. W.  
Washington 6, D. C.

Dear Mr. Hill:

Please excuse the delay in responding to your letter of December 14, 1961. We have been re-evaluating our position relative to educational television and the value of our membership in the NAEB is unclear at this time. We hope to resolve our strategy in this area in the near future and will at that time have a better understanding of our interest in becoming affiliated with the NAEB.

I appreciate your prompt response to my request for information and again I apologize for the delay in clarifying our interest.

Sincerely yours,

*Don M. Muller*

Don M. Muller, Director  
Market & Product Planning

vp

March 14, 1962

Mr. Don M. Muller, Manager  
Product & Market Planning  
EMI/US, Ltd.  
1750 Vine Street  
Los Angeles 28, California

Dear Mr. Muller:

Attached is a photo copy of a letter I wrote to you on December 14,  
in reply to a request from you for information.

Since I have not had the pleasure of hearing from you, I wonder if  
my letter ever reached you, or, if it did, whether there may be more  
information I can supply.

In any event, we hope that EMI/US is still interested in becoming  
affiliated with the NAEB, and I'll look forward to hearing from you  
at your convenience.

Sincerely,

Harold E. Hill  
Administrative Vice President

HEH/mlm  
Encl.

December 14, 1961

Mr. Don M. Miller, Manager  
Product & Market Planning  
EMI/US, Ltd.  
1750 Vine Street  
Los Angeles 28, California

Dear Mr. Miller:

Your letter of November 28, addressed to our Urbana, Illinois office, has been forwarded to me in Washington. I am delighted that EMI/US is interested in becoming an Industrial Associate of the NAEB. We certainly enjoyed our rather brief acquaintance during our recent Convention and hope that you found the exhibit beneficial.

Our annual Industrial Associate dues are \$500. While I will not go into great detail at this time, I would like to mention some of the practical advantages of Industrial Associate membership in the NAEB. Each Industrial Associate receives credit toward the cost of exhibit space at our conventions, receives multiple copies of our periodicals as well as the various reports we publish from time to time, receives special rates for advertising in some of our publications, is listed in a special listing two or three times a year in our Journal, is listed in our Directory of Members, etc. This is a bare outline. In addition, although we do not attempt to persuade our members to patronize our Industrial Associates, it is only reasonable to presume that educational broadcasters, often struggling on minimum budgets, would prefer to give their business to those commercial concerns which have evinced a sincere interest in the welfare and furtherance of educational broadcasting.

In addition, Industrial Associates are considered "members of the family" at our Regional Meetings and Annual Conventions and thus are able to chat more intimately with our members. Also, representatives of our Industrial Associates are involved in (asked to attend) most of our seminars and workshops which are held specifically for our members, and thus can meet with the members on a very informal basis.

I would be happy to provide you with any more detailed information you might desire, either about the NAEB or about the advantages of Industrial Associate membership. I am enclosing a brochure which explains briefly some of the functions of the NAEB. Please let me know if there are any questions.

Sincerely,

Harold E. Hill  
Administrative Vice President

EMI/US, LTD. / EXECUTIVE OFFICES: 1750 N. VINE ST. / LOS ANGELES 28, CALIFORNIA

#9

RECEIVED  
NAEB - URBANA

November 28, 1961  
AM NOV 30 1961  
7,8,9,10,11,12,1,2,3,4,5,6 PM



National Association of  
Educational Broadcasters  
14 Gregory Hall  
Urbana, Illinois

Gentlemen:

We are interested in the NAEB "Organization Membership"  
and will appreciate your sending us any information  
you may have including cost, etc.

Sincerely,

Don M. Muller, Manager  
Product & Market Planning

vp

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an inhibitor  
maybe good for  
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Individual Amey  
11/9

action

Mr. Stephan M. Vener  
Market Analyst  
EMI/US, LTD.  
1750 N. Vine St.  
Los Angeles 28, California

Dear Mr. Vener:

Thank you for your letter of October 18, requesting EMI/US be placed on our mailing list.

The NAEB is a membership-based organization depending largely on membership dues and fees for support, and as such, is unable to maintain a "free" mailing list.

In view of your interest in educational television we would be very happy to offer your institution an institutional membership or a membership for you yourself, whereby you would receive all our mailings. These mailings include our regular monthly NEWSLETTER, the bi-monthly JOURNAL, and a copy of our Directory of Members published every six months, plus various other reports and surveys mailed to members from time to time.

I am enclosing a list of our publications and a brochure explaining the Association, and would be very happy to answer any further questions you may have.

Sincerely,

Mary Elizabeth McIlvane

MEM/mmm  
encl.

EMI/US, LTD. / EXECUTIVE OFFICES: 1750 N. VINE ST. / LOS ANGELES 28, CALIFORNIA

October 18, 1961

*final*  
NAEB  
1346 Connecticut Ave. N.W.  
Washington 6, D. C.

Dear Sir:

Please include EMI/US, Ltd. on your mailing list of  
Washington Report Monthly Newsletter.

Yours truly,

*Stephan M. Vener*

Stephan M. Vener  
Market Analyst

*front*  
*better*  
SMV:vcp

RECEIVED  
NAEB HEADQUARTERS

OCT 20 1961

AM 7 8 9 10 11 12 1 2 3 4 5 6  
PM

# Five Prospective Members

May 2, 1962

Mr. Joe S. Sheppard  
Sales Engineer  
Lenkurt Electric Company, Inc.  
361 E. Paces  
Ferry Road, N.E.  
Atlanta 5, Georgia

Dear Mr. Sheppard:

On February 22 I wrote to you on the suggestion of Raymond Hurlbert pointing out the advantages of Industrial Associate membership in this Association.

Since I had not heard from you, I wondered whether or not you might have further questions. If so, please do not hesitate to get in touch with us. However, if your company is not interested in membership in the NAEB, I would certainly appreciate your letting us know.

Sincerely,

Harold E. Hill  
Administrative Vice President

mlm

February 22, 1962

Mr. Joe S. Sheppard  
Sales Engineer  
Lenkurt Electric Company, Inc.  
361 E. Paces  
Ferry Road, N.E.  
Atlanta 5, Georgia

Dear Mr. Sheppard:

Mr. Raymond Hurlbert of the Alabama ETV Commission has notified us of the possibility of Lenkurt Electric Company, Inc. becoming an Industrial Associate of the NABE. We are very pleased that your company might be interested in associating with the NABE, and I am enclosing a brochure which briefly outlines the aims and activities of this Association.

While I will not go into great detail at this time, although I will be happy to supply this if you so desire, I would like to mention some of the practical advantages of Industrial Associate membership in the NABE. The Industrial Associate membership fee is \$500 annually. Each Industrial Associate receives a 25% discount on exhibit space at our annual convention, receives multiple copies of our periodicals as well as the various reports that we publish from time to time, receives special rates for advertising in some of our publications, is listed in a special listing two or three times a year in our Journal, is listed in our Directory of Members, etc. This is a bare outline. In addition, although we do not attempt to persuade our members to buy from our Industrial Associates in preference to other concerns, it is only reasonable to presume that educational broadcasters, often struggling on minimum budgets, would prefer to give their business to those commercial concerns which have evinced a sincere interest in the welfare and furtherance of educational broadcasting. In addition, Industrial Associates are considered "members of the family" at our Regional Meetings and annual Conventions and thus are able to chat more intimately with our members. Also, representatives of our Industrial Associates are invited to attend most of our Seminars and Workshops which are held specifically for our members and thus can meet with the members on a very informal basis.

If Lenkurt Electric Company, Inc. should decide to join the Association as an Industrial Associate, would you please write a letter so indicating? You can enclose a check for \$500 at that time, or you may indicate that you would prefer to be billed for your annual dues and we will handle it in that manner.

Mr. Joe S. Sheppard

-2-

February 22, 1962

I would be happy to provide you with anymore detailed information you might desire, either about the NAME, or about the advantages of Industrial Associate membership. If there are any questions, please let me know.

Sincerely,

Harold E. Hill  
Administrative Vice President

HEH:abt

cc: Mr. Raymond Hurlbert

*Joe S. Sheppard*  
SALES ENGINEER

*LENKURT ELECTRIC CO., INC.*

*361 E. Paces  
Ferry Road, N.E.  
Atlanta 5, Georgia  
Telephone 237-6489*

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

(10)



OFFICE OF THE REGIONAL DIRECTOR

2151 Highland Avenue  
Suite 206  
Birmingham 5, Alabama

*Raymond D. Hurlbert*

January 5, 1962

Mr. Harold Hill  
NAEB Headquarters  
1346 Connecticut Avenue, N. W.  
Washington 6, D. C.

Dear Harold:

The attached card is that of a sales engineer representing Lenkurt Electric Company, Inc. Mr. Sheppard is of the opinion that his firm might well become an Industrial Member of NAEB and has encouraged us to approach them on the matter. I am leaving this with you, knowing that it will receive the proper attention.

With kindest regards, I am

Sincerely yours,

*Raymond D. Hurlbert*

Raymond D. Hurlbert  
Director, Region II

RDH/ml  
enc.

Bret Brown's  
letter to  
motorola  
one -  
just further  
second  
order associate

*FILE - Prospective member*

September 18, 1963

Mr. Irwin P. Starr  
Director of Broadcast Services  
Earlham College  
Richmond, Indiana

Dear Mr. Starr:

Your letter requesting membership information has been referred to this office. We are very pleased to hear of your interest in organizational membership in the NAEB.

Your station is eligible for Active membership in this Association. Cost of membership within that category is broken down according to the power of the station. I am enclosing a brochure which shows the membership cost for the various classes. Also enclosed is an application for Active membership.

*(2)* The attached brochure will also give you some indication of the services offered by the NAEB to its members. Membership in this association will entitle you to receipt of our monthly Newsletter, bi-monthly Journal, semi-monthly Washington Report, along with various other publications and reports which are sent to our members from time to time. We also retain legal and engineering counsel which enables us to offer limited legal and engineering help to our member stations. Membership would also provide you with the opportunity to attend workshops & seminars and our annual convention, at which you can swap knowledge with other educational broadcasters from all over the world.

If, after reviewing the enclosed materials, you should have any further questions, please do not hesitate to get in touch with us. Also, if you have an immediate interest in using NAEB programming, please let us know. We will contact Mr. Robert Underwood, our Network Manager in Urbana, Illinois who can go into more advantages of Network membership.

We look forward to welcoming you as a new member of the NAEB.

Sincerely,

(Miss) Mary Lynn Moody  
Secretary

EARLHAM COLLEGE

RICHMOND, INDIANA

August 29, 1963

NAEB  
1346 Connecticut Ave. N.W.  
Washington 6, D.C.

Dear Sirs:

Please forward to my office complete information concerning organizational membership in the NAEB.

Earlham's new 10 watt FM station will be in operation soon and we are anticipating using some NAEB programming.

In the future it is possible that the College through the office of Broadcast Services will be in a position to offer some programming to the NAEB. But until this office gets into more complete operation our activities will be limited to providing programs only for our own station and other local stations.

I am also including in this letter my request for an NAEB publication. Sorry I didn't get around to taking advantage of this earlier.

Incidentally let me put in my vote for the revised format of the Journal. I would, however, like to see "About the authors...." preceding each article rather than lumped in the first pages.

Sincerely,

*Irwin P. Starr*  
Irwin P. Starr  
Director of Broadcast  
Services  
Advisor to WECI

November 13, 1963

Mr. Max Rowe  
Instructional Television Trust  
35 Vitkin Street  
Ahuza, Haifa

*Israel*

Dear Max:

I thank you for your letter outlining your progress. You seem to be moving along with considerable dispatch.

I will be pleased to meet with Dr. Blumenthal when he comes to the United States and help him in his tour in any way I can.

The NAEB Constitution provides for the acceptance of membership from foreign broadcasting agencies or installations engaged in educational broadcasting. This is called an International Associate membership, for which the dues are \$250.00 per year. I am asking Miss Moody to send you details, application blank etc. regarding this matter.

Good luck to you and I.T.T.

With warm personal regards,

Sincerely,

William G. Harley

WGH:mab

1, KING DAVID AVENUE,  
TEL AVIV  
PHONE 226170, 226179

שדרות המלך דוד 1  
תל אביב  
טלפון 226170, 226179

as from: 35 Vitkin St.  
Ahuza, Haifa

Personal

23rd October 1963

Prof. William G. Harley  
National Association of Educational Broadcasters  
Washington, D.C.

Dear Bill,

I am sure that you will be interested to know how we are getting along. Here is a brief note.

- (a) We have selected the site for the studio centre (near Tel Aviv) and the site for the transmitter (near Jerusalem);
- (b) the architect has completed his preliminary plans of the studio centre;
- (c) on the 26th September, we sent out invitations for tenders to seven firms in the United States, United Kingdom, France and Germany. We expect to receive their tenders by 7th November, 1963;
- (d) after the decision on the tenders, we shall be able to complete the architectural plans (the successful tenderer will undoubtedly ask for a number of architectural changes and facilities). Thereafter we shall be able to prepare, and issue, the building tenders and, hopefully, begin construction in about March/April 1964.
- (e) we have engaged some senior staff, the administration director and the education director. The other senior appointments, the production director and director of engineering will be made abroad and we hope to finalize these in the not too distant future. Our education officer, Dr. P. Blumenthal, will probably go on a study tour (arranged by UNESCO) early in 1964. I shall write to you about his visit to the United States in due course, if I may.

1, KING DAVID AVENUE,  
TEL AVIV  
PHONE 226170, 226179

שדרות המלך דוד 1  
תל אביב  
טלפון 226170, 226179

- 2 -

This is a rough breakdown of developments. You can imagine that every step presents its own problems but I hope that we shall solve them one by one.

Soon we shall face the question of engaging junior staff and setting up our own research team from the very beginning. There will still be plenty of excitement, frustration and exhilaration before we shall send out our first telecast.

-

We have formed a special company, as you will see from the notepaper. Let us call it, for short, I.T.T. The Board of the Company consists of

Lord Rothschild, Chairman  
Mr. R. Gottlieb  
Mr. M. Rowe

We would like I.T.T. to become a member of your NAEB. We discussed this with you at the time and you indicated that this would be possible. Could you kindly let us have whatever forms are necessary for the official application.

I hope that you are keeping well.

Kind regards,

Yours sincerely,

*Max.*

M. Rowe

NAEB HEADQUARTERS  
1346 Connecticut Avenue, N.W.  
Washington, D.C. 20036

MEMORANDUM

TO: ALL NAEB ACTIVE, ASSOCIATE, AND AFFILIATE MEMBERS  
FROM: Harold E. Hill  
RE: Dues for 1964  
DATE: December 11, 1963

As explained in the latest Washington Report (which all of you should have received by now), at the time the new organizational structure was approved at Milwaukee, the membership also approved a new dues structure to take effect as of January 1, 1964. We therefore need information from all present institutional members about the categories of membership to which they wish to belong, and information to permit us to know what dues to assess.

MEMBERSHIP CATEGORIES

Institutional - Radio Station Division: Open to institutions and organizations engaged in educational, cultural and public service non-commercial broadcasting over a radio station recognized as under its control by the FCC. (Now classified as Active members.)

Institutional - Television Station Division: Open to institutions and organizations engaged in educational, cultural and public service non-commercial broadcasting over a television broadcast station recognized as under its control by the FCC. (Now classified as Active members.)

Institutional - Instructional Division: Open to institutions and organizations engaged in the production and broadcasting of radio and/or television instructional and/or cultural programs (over stations not under their control), or institutions and organizations operating closed circuit television equipment for direct instructional purposes. (Now classified as Associate members.)

Institutional-Affiliate Membership: Open to institutions or organizations producing or seeking to promote educational, cultural and/or public service programs or broadcasting (but not operating a radio or television station or closed circuit broadcast equipment). This category was established to provide for those present Associate members who feel that they do not want to affiliate with the Instructional Division named above. (Would include some now classified as Associate members, and perhaps some now classified as Affiliate members.)

The Radio Station Division, the Television Station Division, and the Instructional Division will each elect its own Board of six members. The Institutional Affiliate members will be represented

on the NAEB Board of Directors by one Director-at-Large.

Each institution or organization belonging to the NAEB may indicate one or more of the above categories to which it wishes to belong, if qualified. The final determination of eligibility will, of course, rest with the Boards of each Division, or with the NAEB Board of Directors in the case of Institutional Affiliate members.

#### NEW DUES STRUCTURE

The new dues structure is based on the operating budget of the member. It is recognized that among educational institutions and organizations there are no uniform accounting and budgeting practices. Appropriations budgets do not always reflect the total operating cost of the broadcast budget. For example, whereas community station budgets include items for rent, heat, lights, maintenance, etc., most university station budgets do not reflect these items since they are provided by the general university operating budget. Hence the figure you indicate for your budget should include actual expenditures plus equivalents, such as those just enumerated, staff members paid by other departments, and other similar considerations.

The ranges given in the dues table are large enough so that there should be no real trouble determining a sufficiently accurate figure to establish the appropriate slot. We do not intend to question the budgets reported, and we have to rely completely on your integrity in this matter. If there are questions because of any unusual or special situations, we will be glad to discuss with you what figures you should probably report. Naturally, the figures you report for budget to be used in the assessment of dues will be confidential information and will be treated as such.

Qualified members electing membership in more than one of the enumerated categories must pay dues appropriate for each Division, except that the maximum paid by any one member shall not exceed \$750 annually. Your dues would be based on the portion of the operating budget allocated to each operation, i.e., radio, television, etc.

Operating Budget	Annual Dues
Less than \$25,000	\$100
\$25,000-99,999	200
\$100,000-249,999	300
\$250,000-499,999	400
\$500,000 and over	500

#### BILLING

We realize that problems may arise at some member institutions in regard to billing for the new dues. We will be happy to bill you in any way you designate - as dues (separately by Divisions, or in a lump sum, whichever you desire) fees, service fees, or what-have-you. We would naturally prefer to bill you annually, but if absolutely necessary we can arrange to bill you semi-annually or quarterly. In

other words, we will attempt to bill you in the manner which will make it easiest for you.

Please fill out the attached form and return it so that it arrives in Washington Headquarters not later than December 28, 1963 so that billing may be made in January. If you care to include a check for your dues with the attached form when you return it, please do so -- it will save an extra step.

NAEB Headquarters  
1346 Connecticut Avenue  
Washington, D.C. 20036

This institution wishes to become affiliated in the following membership categories: (Please check, and also indicate the official representative in each, with title.)

Institutional - Radio Station Division

Representative and Position: \_\_\_\_\_

Institutional - Television Station Division

Representative and Position: \_\_\_\_\_

Institutional - Instructional Division

Representative and Position: \_\_\_\_\_

Institutional Affiliate Member

Representative and Position: \_\_\_\_\_

Please check, in the appropriate spaces below, the budget category for each membership category you wish to join:

	Radio	Television	Instructional	Affiliat
Less than \$25,000				
\$25,000-99,999				
\$100,000-249,999				
\$250,000-499,999				
\$500,000 and over				

(NOTE: Please check the appropriate squares even if total would exceed \$750. This will enable us to appropriate the income proportionately, but you will not be billed for more than \$750.

I certify that the information given above is accurate and complete to the best of my knowledge:

Signed \_\_\_\_\_

Institution \_\_\_\_\_

Position \_\_\_\_\_

Special billing instructions: \_\_\_\_\_

*Five-Perspective Members  
International*

January 31, 1964

Mr. Shigeru Matsuzawa, President  
Europa Eiga Boeki Limited  
Kuriyama Building No. 6  
6-Chome Ginza Higashi  
Chuo-Ku, Tokyo, Japan

Dear Mr. Matsuzawa:

On December 31, we wrote you indicating that a new category of membership was being established by the NEEB which would include International Associates, Industrial Associates, Sustaining Members, etc. Our Board has decided that International Associates will be a part of our Associate members, and the membership fees for International Associate members will be \$250 annually.

If you decide that you would like to become a member of the National Association of Educational Broadcasters, please let us know. We will be happy to send you further information on the benefits of membership if you still have questions about affiliating with the NEEB.

We hope that it will be our privilege to welcome Europa Eiga Boeki Ltd. to our Association in the near future.

Sincerely,

Harold E. Hill

mlm

December 31, 1963

Mr. Shigeru Matsuzawa, President  
Duropa Elga Boeki Limited  
Kuriyama Building No. 6  
6-Chome Ginza Higashi  
Chuo-Ku, Tokyo, Japan

Dear Mr. Matsuzawa:

We were glad to hear of your interest in the National Association of Educational Broadcasters and hope that we may be able to add your name to our growing list of foreign members.

Under our new organizational structure we have established an Associate category which will include several sub-divisions to take care of Industrial Associates, Sustaining Members, International Affiliates, and other institutions and organizations which do not readily fall into the regular membership categories.

The specific requirements for each of the sub-divisions within the Associates category, and the dues therefore, will have to be established by the new Board of Directors after it is constituted under the re-organization plan. This means that it is probable that specific qualifications and dues will not be established for another 60 to 90 days.

In the meantime, if you are interested in membership we would be happy to add your name to our mailing list to receive our materials regularly. As an Associate member you would be entitled to receive our bi-monthly Journal, monthly Newsletter, Washington Reports, and all other materials which the NAEB distributes from time to time. Then as soon as the new board of Directors makes the necessary decisions, we will notify you as to which category we believe you belong in, and at that time indicate what you dues will be. You will then be able to determine whether you feel that the services to be offered will be sufficient to warrant the dues you will be asked to pay.

We hope to hear from you soon.

Sincerely,

Harold E. Hill  
Vice President

HEH:sc

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mbr

(21)

# EUROPA EIGA BOEKI LTD

MOTION PICTURE FEATURES, TELEVISION FILMS  
TV COMMERCIALS, LIP-SYNCHRONISATION

SM:i

December 11, 1963

Messrs. National Association of Educational Broadcasters  
1346 Connecticut Avenue N. W.  
Washington, D. C.  
U. S. A.

Dear Sirs,

We are importers, exporters and distributors of television programs in Japan and have been supplying to various government and commercial networks here with foreign programs. We are, at the sametime, interested in the production and distribution of educational films and programs for Japanese television.

We would like to know whether it would be possible for us to supply us with your weekly and bi-monthly information. We understand that from our status, it is not possible for us to apply for membership in your association, but we would like to know whether any arrangement could be made for us to obtain your publications as we think they would aide us considerably in formulating our plans in the production of our educational films for television.

Trusting to hear from you in the very near future and thanking you in advance for your consideration in the matter, we remain

Very truly yours,

EUROPA EIGA BOEKI LIMITED

*S. Matsuzawa*  
Shigeru Matsuzawa, President

SANDER - FYI

THEM

JAF - FYI

THEM

TO MLM to file w/  
the letter I wrote  
then we met.

Over  
Gerry HESS  
11/9/64

ROBERT GOTTLIEB  
28, RUE HAMELIN, 28  
PARIS-16<sup>e</sup>

TÉLÉPHONE : PASSY 16-40

International  
Instructional  
Associates

PARIS, LE 2 Avril 1964

*International*  
The National Association of Educational Broadcasters  
1346 Connecticut Avenue  
WASHINGTON 36, D.C.  
(U.S.A.)

Messieurs,

En référence à la lettre que l"Instructional Television Trust", Tel Aviv, vous a adressée en date du 18 Mars 1964, je vous informe que des instructions ont été données pour que la somme de \$ 250.- vous soit versée à titre de notre cotisation.

Veuillez recevoir, Messieurs, l'assurance de nos sentiments très distingués.

*S*

*Where is our original letter?*

March 9, 1964

Mr. Max Rowe  
Instructional Television Trust  
35 Vitkin Street  
Ahuza, Haifa  
Israel

Dear Mr. Rowe:

We are very sorry that the reorganization of the membership structure of the NAEB delayed our sending you information about membership for the Instructional Television Trust.

Our Executive Committee has met within the past few weeks and established an Associate category to include International Associates, Industrial Associates, Education Associates, plus various other types of membership which do not readily fall into our Institutional membership.

We are very happy to hear that Instructional Television Trust would like to affiliate with the NAEB. The dues for International Affiliates are \$250 annually. I assume that Mr. Harley has already discussed the advantages of membership in the NAEB with you; however, please do not hesitate to get in touch with us if you would like more information.

We would consider it an honor to welcome Instructional Television Trust as the newest International Affiliate of the NAEB, and look forward to hearing from you soon. Since there is no membership application needed for this category of membership, you will be placed on our membership list as soon as we get definite word from you that you wish to join.

Sincerely,

(Miss) Mary Lynn Moody  
Secretary



J. ROGER HAYDEN

MANAGER INDUSTRIAL SALES  
DRESSER-IDEKO COMPANY  
ONE OF THE DRESSER INDUSTRIES

COLUMBUS 8, OHIO

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and  
HT

## "Instructional Television Trust" Membership Possibilities

Max Rowe (Rothschild Foundation)  
Israel (mA will have name of the  
corporate entity)  
A <sup>International Type</sup> Foreign member  
wants to join  
, send him appropriate forms etc.

### Instructional Associate:

Please send him letter stating  
advantages plus sample publications  
etc. He has his Co <sup>help</sup> sell;  
and wants ammunition.

## Memberships

April 15, 1964

Dr. Eugene S. Foster  
Director of Television  
Brooklyn College  
Brooklyn 10, New York

Dear George:

It is always a little difficult for me to be coldly specific about the advantages of NAKB membership, because I have lived so close to it for so long, but I certainly agree that the new dues might give one pause to ponder whether or not membership is worth the tariff.

I am sure you are rather familiar with the sort of services we have provided for the general educational broadcasting movement over the years. For example, our efforts on behalf of the Educational TV Facilities Act which provides \$32 million for the construction of ETV facilities. We prepared detailed information for the congressional committees which held hearings on the matter, we provided testimony, and we traveled into Washington, at our expense, several "lay" leaders from around the country to explain what ETV would mean to their communities.

the 44 additional stations have been accepted by the FCC as a part of the plan to the one they have proposed for all 44 stations and this will undoubtedly result in the reservation of the 44 stations that is now the case.

we have been involved very much in the matter of the new copyright laws, and with other educational interests are working with the Copyright Office to try to insure that the proposed new copyright legislation will not have the dreadful adverse effect that it would if some of material (not just broadcast) that is copyrighted could be the case.

are, and this is carried over into needs so far as equipment is concerned, so that manufacturers might know more about the specialized needs of education.

But, perhaps you are more concerned about the specific kinds of things we think the NAEB can do for those who might join the Instructional Division. However, as Bill Harley has often said, "the rising tide raises all the boats," and we feel that the general work we do for educational broadcasting in its many parts will help all those parts to some degree.

We held a conference on instructional television at the University of Illinois last spring, and we held another just last month, at which some 150 people engaged in ITV in some way or another met and discussed their problems and got the advice of consultants whom we brought in. There is currently another such conference tentatively planned for somewhere in the southeast next fall.

We, in cooperation with other educational media people, are currently working with the school administrators on methods of further cooperation and, even more important, on the manner in which we might better educate school and college administrators as to the benefits of television and the other media.

We are currently engaged in a \$100,000 project to prepare six color half-hour films on utilization which are designed to help inform teachers and administrators how they can make the best use of television in instruction. These films will be available to NAEB members sometime next fall to show to the people they want to "educate."

Some of the detailed specifics of what our new Instructional Division will provide in the way of services will have to wait until the Board meets in Columbus the early part of next month. Already this Board has met and agreed on a regular newsletter which will be sent to all members. Enclosed is the first copy of that newsletter. In general, it is hoped that we can help provide information on utilization (in addition to the above mentioned films), help in training and finding qualified people, bring about better relations with administrators, issue "how-to-do-it" manuals of one sort or another, and so on. More of these details are worked out each time the Board meets, and the attached newsletter will give you an idea of the scope of the Board's interest.

I trust that this answers some of the questions you had in mind, and I really feel that any institution engaged in ETV will profit from membership. I might add that, even with the increased dues, the membership does not fully support the operation of the NAEB. We still need to get thousands of dollars every year from other sources - project grants and so on - and this is difficult when you realize that we have had no major foundation support for several years.

20. It was agreed to issue interim recommendations, discuss and debate  
any other issue, and to implement the recommendations as soon as possible by the conclusion of the  
meeting, by the 30th.

responsible.

MANUEL R. SALL  
YACB - President

MEETINGS

*Educational  
Associate*

May 29, 1964

Mr. George Gerbner  
Institute of Communications Research  
The University of Illinois  
Urbana, Illinois

Dear Mr. Gerbner:

Mr. Hill is away from the office at present so your letter of May 20 has come to my attention.

The cost of Educational Associate membership in the NAEB is \$35 a year. This category of membership was established after the reorganization when our Executive Committee realized that the new NAEB structure had not really provided a "home" for organizations such as the Annenberg School which do not produce programs on a regular basis.

The services the Educational Associates receive are the same as they are for the institutional members. You will receive copies of our monthly Newsletter, bi-monthly Journal, and semi-monthly Washington Report AND you will have an opportunity to attend workshops, seminars and our annual convention at which you can swap information and knowledge with other educators from all over the world.

We hope that the Annenberg School will be able to continue its membership in this new category.

Sincerely,

(Miss) Mary Lynn Moody  
Secretary to Harold Hill

mlm

**INSTITUTE OF COMMUNICATIONS RESEARCH**

**THE UNIVERSITY OF ILLINOIS + URBANA**

May 20, 1964

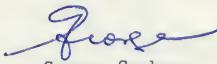
Mr. Harold E. Hill  
Vice President  
National Association of Educational  
Broadcasters  
1346 Connecticut Avenue  
Washington 36, D.C.

Dear Harold:

It was good to see you at Cherry Hill.

Charles Lee sent me your letter of May 5 and the institutional affiliation form. The only category for which The Annenberg School would be eligible at the present time is Educational Associate. However, there is no such category on the form, nor any information about the cost and advantages of such membership. Could you enlighten me?

Sincerely yours,

  
George Gerbner

GG:ls

*Proposed Charter*

July 30, 1964

Mr. Irving Kahn  
Sales Manager  
Acme Film Laboratories Inc.  
1161 North Highland Avenue  
Hollywood 38, California

Dear Mr. Kahn:

Reference is made to your recent exchange of correspondence with Mr. Gerard Appy of our Educational Television Stations Division.

Business concerns may affiliate with the NAEB in either one of two categories. Those engaged in the manufacture, distribution, or sales of broadcast and related equipment and supplies may become Industrial Associates, while other business firms, without such specific involvement in broadcast equipment, may become Sustaining Associates. I believe, from your letter, that Acme Film Laboratories, Inc., fits into the latter category.

The NAEB is the only professional and trade association serving the field of educational broadcasting. Our members represent more than four hundred educational radio and television stations, production centers, and closed circuit installations; more than 1500 individual members who are engaged in or seeking to promote educational, cultural, and public service broadcasting; and over one hundred schools, universities, associations, commercial stations, and industrial firms who are a part of the expansion and development of education via the broadcast media. I am enclosing a booklet which will tell you more about the aims and activities of the Association. Also enclosed are copies of some of our publications.

As a Sustaining Associate, your company would be joining such firms as commercial stations, National Community Television Association, the Educational Radio Network, the National Audience Board, and the National Broadcasting Company.

Our Sustaining Associates, as a contribution to the national educational broadcasting movement, pay dues of \$200 annually. Industrial Associates pay \$500 annually. Sustaining and Industrial Associates also receive certain tangible benefits in return for these dues.

Mr. Irving Kahn

-2-

July 30, 1964

A brief summary of these benefits would include: multiple copies of our periodicals as well as the various reports we publish from time to time; special rates for advertising in some of our publications; listing in our membership Directory; and, perhaps most important, becoming "part of the family" at our Regional and National meetings, thus permitting more informal and intimate conversations with our members. Representatives of our Sustaining Associates are also invited to attend most of our seminars and workshops and thus meet with NAEB members on a very informal basis. In addition, although we do not attempt to persuade our members to patronize our Sustaining and Industrial Associates in preference to other concerns, it is only reasonable to presume that educational broadcasters, often struggling on minimum budgets, would prefer to give their business to those commercial concerns which have evinced a sincere interest in the welfare and furtherance of educational broadcasting.

We hope that you will consider affiliating with us in the educational broadcasting movement. If you have further questions, please do not hesitate to get in touch with me.

Sincerely,

William G. Harley

WGH:mab  
HEH:mab

WCH & WGN  
Draft of letter for WGN

OK wgh

Dear Mr. Kahn:

Reference is made to your recent exchange of correspondence with Mr. Garard Appy of our Educational Television Stations Division.

NAEB Business concerns may affiliate with the NAEB in either one of two categories. Those engaged in the manufacture, distribution, or sale of broadcast and related equipment and supplies may become Industrial Associates ~~with annual dues of \$500~~, while other business firms, without such specific involvement in broadcast equipment, may become Sustaining Associates ~~with annual dues of \$200~~. I believe, from your letter, that Acme Film Laboratories, Inc., ~~fall~~ fits into the latter category.

The NAEB is the only professional and trade association serving the field of educational broadcasting. Our members represent more than four hundred ~~noncommercial~~ educational radio and television stations, production centers, and closed circuit installations; more than 1500 individual members who are ~~working~~ engaged in or seeking to promote educational, cultural, and public service broadcasting; and over one hundred schools, universities, associations, commercial stations, and industrial firms who are a part of the expansion and development of education via the broadcast media. I am enclosing a booklet which will tell you more about the aims and activities of the Association. Also enclosed are copies of some of our publications.

As a Sustaining Associate, your company would be joining ~~several~~ ~~management~~ such firms as commercial stations, National Community Television Association, the Educational Radio Network, the National Audience Board, and the ~~the~~ National Broadcasting Company.

Our Sustaining Associates, as a contribution to the national educational broadcasting movement, pay dues of \$200 annually. Industrial Associates pay \$500 annually. Sustaining and Industrial Associates also receive certain tangible benefits in return for these dues.

~~Emphasizing~~ A brief summary of these benefits would include: ~~the~~ multiple copies of our periodicals and as well as the various reports we publish from time to time; special rates for advertising in some of our publications; listing in our membership Directory; and, perhaps most important, ~~consideration~~ becoming "part of the family" at our Regional and National meetings, thus permitting more informal and intimate conversations with our members. Representatives of our Sustaining Associates are also ~~frequently~~ invited to attend most of our seminars and workshops and thus meet with NAEB members on a very informal basis. In addition, although we do not attempt to persuade our members to patronize our Sustaining and Industrial Associates in preference to other concerns, it is only reasonable to presume that educational broadcasters, often struggling on minimum budgets, would prefer to give their business to those commercial concerns which have evinced a sincere interest in the welfare and furtherance of educational broadcasting.

~~Emphasizing~~ We hope that you will consider affiliating with us in the educational broadcasting movement. If you have further questions, please do not hesitate to get in touch with me.

Sincerely,  
wgh

HEA:maw

11 -  
per draft a letter in  
NFTS membership

July 22, 1964

Mr. Irving Kahn  
Sales Manager  
Acme Film Laboratories Inc.  
1161 North Highland Avenue  
Hollywood 38, California

Dear Mr. Kahn:

Mr. Fletcher has asked me to answer your letter of July 16 inquiring about this organization, Educational Television Stations. I am happy to do so.

First I should advise you that ETS is a division of the National Association of Educational Broadcasters and membership within this particular division is limited to the educational television broadcasting stations specifically. However, I believe you might be interested in and might benefit from membership in the National Association of Educational Broadcasters itself, since this Association embraces all the major types of non-commercial broadcasting and the individuals who are engaged in this work.

N.A.E.B. has a number of associate members and within this category both industrial and sustaining memberships are possible. I am asking the President of N.A.E.B., Mr. William Harley, to write you about this possibility. I have also said that he would be happy to see you when you are next in Washington, D.C. The ETS Division offices are in the same suite and if you visit here I would welcome the opportunity to meet you.

Cordially,

Gerard L. Appy

cc: Mr. William G. Harley  
GLA:smj



ACME FILM LABORATORIES INC.

July 16, 1964

by RTB  
Please handle  
the world become  
a member to  
RTB  
CJA

Mr. C. Scott Fletcher  
National Association of Education Board  
Educational Television Stations  
1346 Connecticut Avenue, N.W.  
Washington, D.C.

Dear Mr. Fletcher:

Let me introduce myself as Irving Kahn, Sales Manager of Acme Film Laboratories, Inc.

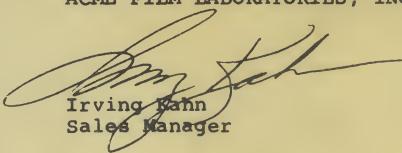
After reading the Audio-Visual Instruction magazine for June, 1964, I see there is a new organization called "Educational Television Stations". We would be very interested in finding out more about your organization and if possible become a member. We are presently a member of a division of NEA, the DAVI. I, myself, am a member of the Board of Directors of Brooks Institute of Photography and a director on the Council on Medical Television located at Duke University.

We are a film processing laboratory with complete video tape transfer facilities. This includes transferring any type of video tape to film either 16mm or 35mm, black and white and 16mm color. We have been doing work for a great many of the educational institutions throughout the United States for approximately 5½ years.

We would be very interested to hear from you prior to my coming East about September 22nd, regarding your organization.

Sincerely,

ACME FILM LABORATORIES, INC.

  
Irving Kahn  
Sales Manager

IK:mb



COMPLETE SERVICE: COLOR, BLACK & WHITE

*Kale  
Project*

August 31, 1964

Mr. Harold F. Pyke Jr.  
TV Project Coordinator  
Bingham Associates Fund  
Tufts-New England Medical Center  
Boston, Massachusetts 02111

Dear Mr. Pyke:

Your letter of August 12, addressed to Mr. William Harley, has been referred to me.

We are very pleased to hear of your interest in becoming a member of the NAEB. Enclosed is a brochure which briefly describes the aims, activities and purposes of the NAEB. If after reviewing this booklet, you should have any questions, please do not hesitate to get in touch with me.

We would be delighted to have the Bingham Associates Fund join the NAEB as an Educational Associate member. This is a special category of membership established within the NAEB for those associations and institutions which, although not directly involved in broadcasting and production, have an interest in educational broadcasting. Educational Associate dues are \$35 annually. This fee entitles you to receipt of our monthly Newsletter, bi-monthly Journal, semi-monthly Washington Report, plus various other publications which are sent to our members from time to time.

You do not have to complete an application form to be eligible for this membership. A letter from you indicating a decision to join will suffice.

I have asked that the convention information be sent to you, and assume that you have received it by now. We hope that you will be able to attend.

We look forward to hearing from you and to welcoming you into the NAEB.

Cordially,

Harold E. Hill

M. Hill  
Do you know  
anything about  
these people?  
Educational Associates?  
Instructional?

B M R

# Boston Medical Reports

An Educational Television Series for Maine Physicians

C/O BINGHAM ASSOCIATES FUND  
TUFTS - NEW ENGLAND MEDICAL CENTER  
BOSTON, MASSACHUSETTS 02111

## PROGRAM COMMITTEE:

George J. Robertson, M.D.  
Medical Director  
Bingham Associates Fund

Norman S. Stearns, M.D.  
Medical Director  
Massachusetts Postgraduate  
Medical Institute

Robert P. McCombs, M.D.  
President  
Massachusetts Postgraduate  
Medical Institute  
Assistant Dean for Postgraduate  
Medical Education  
Tufts University School of  
Medicine

Daniel F. Hanley, M.D.  
Executive Director  
Maine Medical Association  
Representative  
Main Chapter of  
American Academy of  
General Practice

## CURRICULUM COMMITTEE:

Lawrence B. Ellis, M.D.  
Daniel F. Hanley, M.D.  
Robert P. McCombs, M.D.  
Marvin L. Mitchell, M.D.  
George J. Robertson, M.D.  
Norman S. Stearns, M.D.  
William Taggart, M.D.

## COOPERATING ORGANIZATIONS:

BINGHAM ASSOCIATES FUND  
MASSACHUSETTS POSTGRADUATE  
MEDICAL INSTITUTE  
MAINE MEDICAL ASSOCIATION  
MAINE HEART ASSOCIATION  
PINE TREE CHAPTER OF THE  
RHEUMATISM AND  
ARTHRITIS FOUNDATION

August 12, 1964

Mr. William G. Harley  
President  
National Association of Educational Broadcasters  
1346 Connecticut Avenue  
Washington 36, D. C.

Dear Mr. Harley:

My associates with the Bingham Associates Fund and I would like information concerning application for membership in the NAEB. At a meeting of the Council on Medical Television in Atlanta this spring, information about the NAEB was available, but we seem to be missing this from our files. Any general information you would like to include would also be appreciated.

*Please send*  
I understand that the NAEB is holding its annual meeting in October. We would also appreciate having material concerning the meeting. Having been in etv for a number of years, and now in the field of medical communications, I might like to consider attending.

Thank you very much.

Sincepely yours,

*Harold F. Pyke Jr.*  
Harold F. Pyke Jr.  
Tv Project Coordinator

*Edu Assc*

*Gen  
Membership*

NAEB Headquarters  
1346 Connecticut Avenue, NW  
Washington, D.C. 20036

MEMORANDUM

TO: NAEB-ETS Members, NAEB-NER Members, NAEB-INSTRUCTIONAL DIVISION Members  
FROM: William G. Harley  
DATE: October 27, 1964

This material is sent to assist you and to help this office in properly establishing membership for your institution(s) in the NAEB. Please fill in the spaces where information is requested and do not hesitate to ask any questions you may have. The first attached sheet gives general information about the new billing procedures.

Please note that if your institution is joining NAEB and only one of its divisions (ETS, NER, or the Instructional Division,) you need be concerned only with the page headed with the name of your division.

Institutions joining NAEB and more than one of its divisions should fill in the pages for the appropriate divisions. In cases of multiple membership, no member will be asked to pay basic NAEB dues (exclusive of division dues) in excess of \$750 per year. If the budget categories you check for multiple division membership total more than \$750, you will still be billed only for that amount.

Should you not intend to retain any portion of your membership, please be kind enough to indicate this on the appropriate page(s) and return it (or them) to us.

If you have any special instructions to give us regarding wording of the billing statement, or if you wish to make payment on any basis other than the total amount, please so indicate on the proper page(s). If you care to enclose a check for your dues when you return the appropriate form(s), please do so -- it will save an extra step.

## GENERAL INFORMATION REGARDING DUES

A new billing procedure for NAEB dues and fees will be instituted this winter, according to NAEB President William G. Harley. The new system is intended to combine all NAEB dues and division fees into one sum, and, eventually, to shift the billing period from the present calendar year basis to a fiscal year basis.

As a first step toward the latter goal, NAEB-ETS (Television Stations Division) members are being billed for NAEB dues and division fees for the six month period, January 1 - June 30, 1965. These members will then be billed for a full year as of July 1, 1965, thus putting them on a fiscal basis.

Members of NAEB-NER (Radio Division) and the Instructional Division are being billed for the calendar year, January 1 - December 31, 1965, at this time but will be billed for only half a year next winter, thus allowing them to begin fiscal year billing as of July 1, 1966. This will be especially beneficial to the members of the NER Radio Network who already pay their network fees on a fiscal basis.

The changeover to the fiscal billing period is being made gradually to ease the administrative problems involved.

As rapidly as possible the billing procedure will provide for billing each member for all services in one sum, combining television, radio, and instructional billings (or such as are applicable). However, details will be provided if requested by the member and billings will continue to be made for periods other than a year if members desire to have the billing broken down into more than one payment.

Anyone with questions about their assessment should write to Harold Hill, NAEB Treasurer at the Washington office.

## NAEB

## EDUCATIONAL TELEVISION STATIONS DIVISION

The new membership fee structure for stations joining NAEB and the Educational Television Stations division is a single total amount based upon population within the Grade A contour of your station(s). Our station population coverage figures indicate that your total annual fee is \_\_\_\_\_. The portion of this \_\_\_\_\_ which is assigned as basic dues support to the Association is determined on the basis of your annual budget for the operation of your station(s).

Please check the appropriate space in the following table. NOTE: If your total budget includes funds for educational radio, closed circuit television, or other activities not connected with television station broadcasting, delete those funds from your budget total in determining the proper space to check.

<u>Operating Budget</u>	<u>Annual Dues</u>	<u>Please check</u>
Less than \$25,000	\$100	_____
\$25,000-99,999	200	_____
\$100,000-249,999	300	_____
\$250,000-499,999	400	_____
\$500,000 and over	500	_____

As the ETS division is making a transition to a fiscal year plan, your NAEB-ETS billing for Jan.- July 1965 will total one-half of the annual amount, or \_\_\_\_\_.

Official Representative \_\_\_\_\_

Institution \_\_\_\_\_

Position \_\_\_\_\_

Special billing instructions \_\_\_\_\_

\_\_\_\_\_

## NAEB

## NATIONAL EDUCATIONAL RADIO DIVISION

As of January, 1965, NAEB-NER stations will receive one bill for the calendar year, covering both Institutional membership dues and NER assessments. (Network affiliation fees will be billed separately on a fiscal year basis, i.e. July 1965 - June 1966.)

I. INSTITUTIONAL MEMBERSHIP DUES: based on the institution's budget as it relates to Radio.

<u>Operating budget</u>	<u>Institutional Dues</u>	<u>Please check one</u>
Less than \$25,000 annually	\$100	_____
\$25,000 - \$99,999 "	200	_____
\$100,000 - \$249,999 "	300	_____
\$250,000 - \$499,999 "	400	_____
\$500,000 and over	500	_____

II. NER ANNUAL SERVICE ASSESSMENTS: based on Network class.

	<u>Please check one</u>	
Class A - AM, 5kw and over; FM, 10kw and over	\$322	_____
Class B - AM, 1 - 4.9kw; FM, 1 - 9.9kw	300	_____
Class C - AM and FM, less than 1kw	288	_____
Class D - non-network member of NAEB-NER	400	_____

Your 1965 dues for NAEB-NER will equal the total of the two items checked above: institutional membership plus NER assessment.

(Please note that this does not include network affiliation fees.)

Official Representative \_\_\_\_\_

Institution \_\_\_\_\_

Position \_\_\_\_\_

Special billing instruction \_\_\_\_\_

\_\_\_\_\_

NAEB

INSTRUCTIONAL DIVISION

Dues for the Instructional Division remain the same as they were last year, with the amount based on the annual budget for your instructional activities through television and/or radio, as indicated in the table below. (The same categories apply to all NAEB Divisions.)

It is recognized that among educational institutions and organizations there are no uniform accounting and budgeting practices. Appropriations budgets do not always reflect the total cost of the operation. For example, most university and school system CCTV budgets would not include items for rent, heat, light, maintenance, etc. Hence the figure you indicate for your budget should include actual expenditures plus equivalents, such as they enumerated, staff members paid by other departments, and other similar considerations. We do not intend to question budgets reported, and we have to rely completely on your integrity in this matter. If there are any questions because of unusual or special situations, we will be glad to discuss with you what figures you should probably report. Naturally, the figure you report will be confidential information and will be treated as such.

Please fill in the form below, and return this sheet to Washington Headquarters so that it arrives not later than November 20, 1964.

<u>Operating Budget</u>	<u>Annual Dues</u>	<u>Please check</u>
Less than \$25,000	\$100	_____
\$25,000-99,999	200	_____
\$100,000-249,999	300	_____
\$250,000-499,999	400	_____
\$500,000 and over	500	_____

Official Representative \_\_\_\_\_

Institution \_\_\_\_\_

Position \_\_\_\_\_

Special billing instructions \_\_\_\_\_

\_\_\_\_\_

*Mr. Duncan Whiteside  
Director of Broadcasting  
Box 5  
University, Mississippi 38677*

September 2, 1964

Mr. Duncan Whiteside  
Director of Broadcasting  
Box 5  
University, Mississippi 38677

Dear Mr. Whiteside:

We were very pleased to receive your letter of August 25 in which you indicated that The University of Mississippi is interested in membership in the NAEB. I am enclosing a brochure which describes in brief the aims, activities and purpose of this Association.

Also enclosed is a memorandum which was sent to all our members last December when the membership structure of the NAEB was changed. Since we are not familiar with your broadcast activities, you will have to indicate on the attached form which category you are eligible to join. You will note that the dues structure is based on the operating budget of the member. These budgets are treated as confidential information and information about them is not released by this office.

If you do not produce programs, or broadcast at the University of Mississippi, the University would be eligible for an Educational Associate membership. This is a special category set up for those institutions and associations which are simply interested in educational broadcasting. Educational Associate dues are \$35 annually.

Membership in the NAEB would entitle you to receipt of our monthly Newsletter, bi-monthly Journal, semi-monthly Washington Report, plus various other publications and bulletins which are sent to our members from time to time. Official representatives of member institutions can attend our annual convention at a reduced rate. We retain legal and engineering counsel which enables us to offer limited legal and engineering help to our member stations. Membership would also provide you with the opportunity to attend workshops and seminars at which you can exchange information with other broadcasters from all over the country.

There are many other services which we have provided for the general educational broadcasting movement over the years. For example, our efforts on behalf of the Educational TV Facilities

September 2, 1964

Act which provides \$32 million for the construction of ETV facilities. We prepared detailed information for the congressional committees which held hearings on the matter, we provided testimony and we brought into Washington, at our expense, several "lay" leaders from around the country to explain what ETV would mean to their communities.

We have been very much involved in the matter of the new copyright law, and with other educational interests are working with the Copyright Office to try to insure that the proposed new copyright legislation will not have the dreadful adverse effect on educational uses of material (not just broadcast) that it first appeared might be the case.

We are currently conducting a study on microwaving to try to determine education's needs in this area. There has never been much thought given to this, and yet these channels, too, are becoming scarce. In addition there seems to be evidence that the present bandwidth does not provide enough resolution and definition to adequately convey the detail necessary in certain educational transmissions, such as in the field of medicine and other sciences. We are hoping to determine just what the real needs are.

We are currently engaged in a \$100,000 project to prepare six color half-hour films on utilization which are designed to help inform teachers and administrators how they can make the best use of television in instruction. These films will be available to NAEB members sometime next fall to show to the people they want to "educate."

I trust this will give you some idea of the kinds of services rendered by the NAEB. If I can provide any other information, please do not hesitate to let me know. The tentative convention program and reservation cards which you requested are enclosed.

We look forward to welcoming you into the NAEB.

Sincerely,

Harold E. Hill

mlm

THE UNIVERSITY OF MISSISSIPPI  
COLLEGE OF LIBERAL ARTS  
UNIVERSITY, MISSISSIPPI

DEPARTMENT OF SPEECH AND THEATER  
Radio Station WCBH  
The Speech and Hearing Clinic  
The University Theater

August 25, 1964

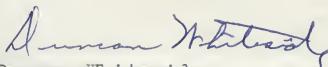
National Assn. of Educational Broadcasters  
1346 Connecticut Avenue, N.W.  
Washington 6, D.C.

Dear Sir:

We are interested in the possibility of affiliation with the N.A.E.B. Would you please send me some information concerning membership and services of the association?

I notice in the current issue of BROADCASTING that your national convention is being held in Austin, Texas, this year. I would appreciate some information and/or a program of the meeting in order to be able to make plans to attend.

Sincerely,

  
Duncan Whiteside  
Director of Broadcasting  
Box 5  
University, Miss. 38677

Harold =

This man is ready to join  
NAEB as Industrial (?) Affiliate  
if you send follow letter  
and NAEB Directory & so on.  
maybe you have already!

JOHN STUART

DIRECTOR

MARKETING RESEARCH AND PLANNING  
INTERNATIONAL CORRESPONDENCE SCHOOLS  
INTERNATIONAL EDUCATIONAL SERVICES  
SCRANTON 15, PENNA.

Jack

*File - Prospect*

October 26, 1964

Mr. John Stuart, Director  
Marketing Research and Planning  
International Correspondence Schools  
International Educational Services  
Scranton 15, Pennsylvania

Dear Mr Stuart:

Mr. Jack Summerfield, General Manager, Riverside Radio, WRVR, New York City, has indicated that the International Correspondence Schools might be interested in becoming affiliated with the National Association of Educational Broadcasters.

I believe Mr. Summerfield discussed with you the possibility of Industrial Associate membership. However, this category is restricted to firms engaged in the manufacture and/or sale of broadcast and auxiliary equipment.

However, your organization is eligible to becoming Sustaining Associates, as this category is open to firms interested and involved in educational broadcasting, but not eligible to become Industrial Associates. Incidentally, Sustaining dues are only \$200 annually, whereas Industrial dues are \$500.

The National Association of Educational Broadcasters is the only professional and trade association serving the field of educational broadcasting. Our members represent more than four hundred noncommercial radio and television stations, production centers, and closed-circuit educational broadcasting installations; more than one thousand individual members who are seeking to promote education, cultural, and public service broadcasting; one hundred or so schools and universities, associations, commercial stations, and industrial firms who are a part of the expansion and development of education via the broadcasting media.

It would be a pleasure to welcome International Correspondence Schools into the NAEB as a Sustaining Member. As a Sustaining member you would be entitled to receive two copies of our periodicals as well as the various

Mr. Stuart (con't)

October 26, 1964

reports we publish from time to time, receive special rates for advertising in some of our publications, are listed in our Directory of Members, etc. This is but a bare outline of the benefits membership in the NAEB will provide. Although this intangible benefit of membership is not really very important to your business, you should know that, although we do not attempt to persuade our members to patronize our Sustaining Members in preference to other concerns, it is only reasonable to presume that educational broadcasters, often struggling on minimum budgets, would prefer to give their business to those organizations which have evinced a sincere interest in the welfare and furtherance of educational broadcasting. Membership in this Association would also entitle you to attend our Regional meetings and annual Conventions and thus be able to chat more intimately with our members. Representatives of our Sustaining members are invited to attend most of our seminars and workshops and thus meet with NAEB members on a very informal basis.

I hope it will be our privilege to welcome International Correspondence Schools into our Association. If you have further questions, please do not hesitate to get in touch with me.

Sincerely,

Harold E. Hill

HEH:kk

cc: Mr. Jack Summerfield



DIVISION OF INTERNATIONAL TEXTBOOK COMPANY

# INTERNATIONAL CORRESPONDENCE SCHOOLS

SCRANTON 15, PENNSYLVANIA

November 3, 1964

Mr. Harold E. Hill, Vice President  
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS  
1346 Connecticut Avenue  
Washington, D. C.

Dear Mr. Hill:

I forwarded your letter describing your Sustaining Associate program to Mr. Pat Fischetti in our special services division. The use of FM and TV in education and training comes under Pat's supervision. At the moment (and for the next while) he is so busy getting the initial organization work completed that he can't even consider memberships.

Pat did say that he wanted me to be sure and invite you to visit us and see a demonstration if you are ever in the Scranton area. Jack Summerfield, Jim Fellows and Jerrold Sandler would also be interested. We would be most pleased to put on a demonstration of the equipment for all or any of you any time after November 10.

Thank you very much for thinking of us.

Sincerely,

John Stuart  
Director  
Marketing Research and Planning

c.c. J. Summerfield

NOW OFFERS YOU

In: *Hawaiian Monk-Pelican*, P.B. 84-478, Honolulu.

*Prospective Member*

December 22, 1964

Mr. David Yellin  
Radio and Television  
Department of Speech and Drama  
Memphis State University  
Memphis, Tennessee

Dear Mr. Yellin:

Enclosed is a brochure describing, generally, the activities and purposes of the NAEB, plus a mimeographed description of the four major divisions. We have not written material about the educational associate membership since it was set up as a category for such national organizations as NEA, the League of Women Voters, ASCD, etc., and as a "stop-gap" category for educational institutions in the early stages of planning a broadcast or closed-circuit operation. Actually, this category is not even specifically provided for in the By-Laws, and we have not "pushed" membership in it; therefore, we have not printed materials relative to this category.

I am sure you realize that Memphis State University will have to transfer to one of the four major categories when it actually begins to operate either a closed-circuit or broadcast facility or produces programs of an instructional or cultural nature on a regular basis for transmission over some other outlet. In fact, if you are regularly producing programs for WKNO, you would not be eligible for educational associate membership.

No application form is necessary for you to join. All we need is a letter from you stating your interest in joining and outlining your plans for the future in the educational broadcasting field. We may either send along a check for \$35 for 1965 dues, or we will be happy to bill you.

I am asking our Research & Development office to answer your questions about the establishment of closed-circuit television on your campus. I am sure you will hear from them in the near future.

Sincerely,

Harold E. Hill

HEH/mlm  
cc: Coy Ludwig

Department of Speech and Drama  
Memphis State University  
Memphis, Tenn.

(D)

December 16, 1964

Mr. Harold E. Hill  
NAEB  
1346 Connecticut Avenue, N. W.  
Washington, D. C. 20036

Dear Mr. Hill:

When I buttonholed you once in Austin at the Convention, you suggested I write you about Memphis State University becoming affiliated with NAEB. As I look over the requirements for the various divisions, I believe our University would qualify as an Educational Associate. Would you, therefore, please send me whatever information and forms necessary so that I can make my presentation.

Also, I would appreciate any help you and yours could give me on the ways and means for beginning a closed-circuit television operation on our campus. I would like to have literature on various systems, as well as on the kinds of organization and operation for such a facility. In addition, I am most anxious to find out what financial help we can get -- and from whom -- on the purchase of equipment.

As you might gather from my requests, television is about to sprout at Memphis State. And, accordingly, I am very grateful for your organization and would greatly appreciate your aid and comfort. Best wishes.

Sincerely,

*David Yellin*

David Yellin  
Radio and Television

*Can you  
please answer  
this point?  
David Yellin  
12/16/64*

*Prospective Member*

December 22, 1964

Mr. Richard J. Meyer  
Project Director  
Television Coordinator  
Great Neck Public Schools  
Great Neck, New York

Dear Dick:

Enclosed is the information you requested about the various catagories of institutional membership in the NAEB. I am also enclosing a somewhat outdated general brochure about the NAEB and its aims and purposes. I believe this information will enable you to determine what catagory of membership Great Neck Public Schools should belong to, but if you have specific questions, please let me know.

No formal application is needed for membership. If you want to join, just send us a rather detailed letter outlining your present operation and your plans for the future.

Sincerely,

Harold E. Hill

HEH/mlm

(6)

# GREAT NECK PUBLIC SCHOOLS

GREAT NECK, NEW YORK

JOHN L. MILLER, SUPERINTENDENT

AUDIO VISUAL SERVICES

CHARLES E. LUMINATI, *Director*

PHIPPS ADMINISTRATION BUILDING

345 LAKEVILLE ROAD

December 16, 1964

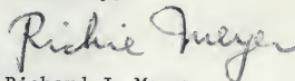
Mr. Harold Hill  
Vice President  
National Association of Educational Broadcasters  
1346 Connecticut Avenue  
Washington, D.C.

Dear Harold:

I have recently been appointed to serve as Television Consultant and Project Director to the Great Neck Public Schools. I am recommending to the Board that we become an institutional member of the N.A.E.B. Could you send the structure of dues and other information? As you know, I have been an individual member for many years.

With best wishes for the holiday season,

Sincerely,



Richard J. Meyer  
Project Director -  
Television Coordinator

RJM:HJ

*File Prospective Members*

January 26, 1965

Mr. Lee B. Spencer  
Librarian  
The Arkansas State Teachers College  
Conway, Arkansas

Dear Mr. Spencer:

I believe that your library would qualify as an Educational Associate of the NAEB, the dues for which are \$35 per year. This category is open only to institutions and organizations with an interest in educational radio and television, but who do not actually operate any radio and/or television facilities, either broadcast or closed-circuit, nor produce educational programs on a regular basis for broadcast on any station.

Actually, it would be The Arkansas State Teachers College which would be the member of the NAEB and not just your library since our membership is open only to educational institutions and organizations.

As an Educational Associate you would regularly receive our Journal, Newsletter, Washington Report, and other publications which we issue from time to time. If your institution decides to become an Educational Associate of the NAEB, a letter to that effect will suffice. The letter should include a brief description of your interest and involvement in educational broadcasting, and should designate a person to be the official representative of the institution in its relations with the NAEB. You may either enclose your check for \$35, or we can bill you.

If you have any further questions, please do not hesitate to get in touch with me.

Sincerely,

Harold E. Hill

HEH/mlm

THE ARKANSAS STATE TEACHERS COLLEGE  
CONWAY, ARKANSAS

(2)

January 20, 1965

N.A.E.B.C.  
1346 Connecticut Avenue, N.W.  
Washington 6, D.C.

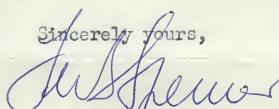
Gentlemen:

The Arkansas ETV activity is to be located on the campus of this institution.

This library hopes to augment as fully as possible its resources in the field of educational television. From information received from Urbana we plan to order back issues of the NABJ Journal.

The purpose of this inquiry is to ask whether you would recommend an organizational membership for our library and if so, what the annual cost would be?

Any additional advice and/or assistance you can and will furnish us will be greatly appreciated.

Sincerely yours,  
  
Lee B. Spencer  
Librarian

LBS:ph

February 5, 1965

Mr. Stuart A. Selby  
Assistant Professor of Education  
University of Saskatchewan  
Saskatoon, Canada

Dear Mr. Selby:

First let me apologize for our not responding more quickly to your letter of December 15. I believe each of three people automatically assumed that someone else was going to handle it and, therefore, none did.

At the present time, the entire matter of membership in the NAEB by organizations and institutions from other countries is under study by a membership committee of our Board of Directors. Prior to our reorganization in 1963 we had permitted Canadian institutions to belong to the NAEB in certain categories of membership, but the reorganization made Canadian memberships somewhat more complicated. We certainly want to encourage as many Canadian institutions as possible to join our Association and are attempting to work out the best possible plan. If you will bear with us a while longer, I will inform you of the Board's decision as soon as possible.

Sincerely,

Harold E. Hill

HEH/mlm  
cc; Mrs. Dorothy Templeton

NATIONAL  
ASSOCIATION OF  
EDUCATIONAL  
BROADCASTERS

INTER-OFFICE MEMORANDUM

TO: MR. HILL

FROM: DOTTY

DATE: 1/5/65

WOULD THE UNIVERSITY OF SASKATCHEWAN BE ELIGIBLE FOR INSTRUCTIONAL DIVISIONAL MEMBERSHIP AT THE U.S.A. BUDGET RATE? I DON'T THINK THEY WILL GO FOR THE INTERNATIONAL ASSOCIATE AT \$250.00.

*for letter to Petersen*

UNIVERSITY OF SASKATCHEWAN

COLLEGE OF  
EDUCATION

SASKATOON, SASKATCHEWAN

15 December 1964

SAE&B  
1545 Connecticut Avenue NW  
Washington 6, D.C.

Gentlemen:

We are currently operating a closed-Circuit television installation, and would like information about an Affiliate Organizational Membership in SAE&B.

I am enclosing a check for \$10.00 (US) for an individual membership for myself.

Sincerely,

Stuart A. Selby  
Ass't. Professor of  
Education

SASVIEW

HEADQUARTERS  
U. S. ARMY SIGNAL CENTER AND SCHOOL  
FORT MONMOUTH, NEW JERSEY 07703

STUDY-1

MARCH 1965

Mrs. Dorothy Templeton  
Member Relations  
National Association of Educational Broadcasters  
119 Gregory Hall  
Urbana, Illinois 61801

Dear Mrs. Templeton,

Approximately one year ago I wrote to Mr. Harold E. Hill, stating that the US Army Signal Center and School would be unable to continue its membership in the NAB because of the change in membership categories and the cost of such a membership to the school. Mr. Hill's reply dated January 10, 1964, indicated that they were aware of the problem concerning military schools who used closed circuit TV and who desired to continue some affiliation with the NAB. He also indicated that some arrangement might be worked out to include military members in a special category, but that our membership would be continued in an unofficial manner and we would be kept on your mailing list. Has anything further developed along this line?

While you requested the name of our TV coordinator, I would rather that you address future correspondence to Mr. Murray Tesser, Deputy Chief, TV Division, Office of Academic Operations, US Army Signal Center and School, Fort Monmouth, N.J. 07703.

We will encourage individual membership in the NAB if this is possible. Perhaps in your reply to Mr. Tesser, you could send such information as well as information pertinent to the question I asked above.

Sincerely,

NEIL G. SMITH  
Education Coordinator  
US Army Signal Center & School

15

HEADQUARTERS  
U. S. ARMY SIGNAL CENTER AND SCHOOL  
FORT MONMOUTH, NEW JERSEY 07703

SIG 01 - 1

1 March 1965

Mr. Thomas Dolan  
ATIT-SCH PP&P (P&R)  
USCONARC  
Fort Monroe, Va. 23351

Dear Tom,

The question of membership in the NAEB has come up again. In discussing this with Major Colville and later briefing General Brown as to what the situation was, I wonder whether or not it wouldn't be possible for you to suggest a CONARC membership in the NAEB with the understanding that all CONARC schools could participate to the extent that this would seem desirable.

We discontinued our school membership last year because of the increase in dues. We are encouraging two people to take out individual memberships. The idea of having a CONARC membership though, if it were possible, would insure that all schools would have this organization as a source of information in the use of TV for education and training purposes.

Sincerely,

NEIL G. SMITH  
Education Coordinator, USASCS

*Enc*

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

119 GREGORY HALL

URBANA, ILLINOIS

61803

MARCH 2, 1965

MR. JOSEPH T. JORDAN, JR.  
ASSISTANT CHIEF, TV DIVISION  
U.S. ARMY SOUTHEASTERN SIGNAL SCHOOL  
FORT GORDON, GEORGIA 30905

DEAR MR. JORDAN:

THANK YOU FOR YOUR LETTER OF FEBRUARY 23 WHICH REACHED ME ONLY YESTERDAY IN REGARD TO THE INSTITUTIONAL MEMBERSHIP IN THE NAEB FOR YOUR INSTITUTION.

I APPRECIATE YOUR EXPLANATION AND CAN UNDERSTAND YOUR HAVING TO DROP THE MEMBERSHIP. REGRETFULLY I AM REMOVING YOUR NAME FROM OUR LIST OF INSTRUCTION MEMBERS.

THERE IS ANOTHER TYPE OF MEMBERSHIP, EDUCATIONAL ASSOCIATE, DUES FOR WHICH ARE \$35.00 IN WHICH YOU MIGHT BE INTERESTED. HOWEVER, ONLY ONE SET OF PUBLICATIONS ARE SENT EACH ISSUE AND THIS IS NOT A VOTING MEMBER IN AFFAIRS OF THE ASSOCIATION. IT IS VERY COMPARABLE TO INDIVIDUAL MEMBERSHIP BUT FOR THE INCREASE IN DUES. I AM ENCLASING ADDITIONAL APPLICATIONS FOR INDIVIDUAL MEMBERSHIP IN CASE ANY OF YOUR STAFF WOULD WISH TO USE THEM.

IN THE MEANTIME, AS YOU KNOW, YOU ARE MOST WELCOME TO ATTEND OUR ANNUAL CONVENTION OR ANY SPECIAL CONFERENCES. I HOPE IT IS POSSIBLE FOR YOU TO ATTEND THE INSTRUCTION CONFERENCE IN MIAMI LATER THIS YEAR. THE NEWSLETTER WILL CARRY NOTICES OF ANY UP- COMING MEETINGS.

THANK YOU AGAIN FOR THE COURTESY OF YOUR REPLY AND I AM SORRY FOR THE INCONVENIENCE I HAVE CAUSED YOU.

SINCERELY,

(Mrs.) DOROTHY TEMPLETON  
MEMBER RELATIONS 119,110  
ARMY COMMENDANT IN THE

ENCLOSURES

Office at 59 East Armory, Champaign, Illinois

HEADQUARTERS  
UNITED STATES CONTINENTAL ARMY COMMAND  
FORT MONROE, VIRGINIA  
23351

(4)

ATIT-SCH-EV

4 March 1965

*HH*  
Mr. Harley,  
National Association of Educational  
Broadcasters  
1346 Connecticut Avenue, N.W.  
Washington, D. C. 20036

Dear Bill:

I hope that you will be able to attend the Region II meeting in Williamsburg, and if so, will look forward to chatting with you at that time.

I thought, while it was fresh in my mind, that I would drop you a line and send you a copy of a letter I received from the education coordinator at one of our schools. It is self-explanatory as to the recommendations. You will probably recall that this problem was part of our discussion several months ago in your office. It is impossible to pay for organizational memberships for military installations under the present set up of dues, etc. The suggestion that USCONARC join as an organization, and then assist its member schools, may or may not be a valid suggestion. I would have to investigate this possibility. At any rate, I think is worthy to note the kind of interest we have in your organization.

Hope to see you in Williamsburg.

Sincerely,

*Tom*

THOMAS J. DOLAN  
Civilian, GS-14  
Education Specialist

1 Incl  
as

Mike -  
Dear cold to test &  
loop - pending file

International  
Memberships

March 8, 1965

Dr. Jan Gijswijt  
Director, TV-Education Department  
Haarlem  
Florapark 11, Netherlands

Dear Dr. Gijswijt:

Mr. Ludwig of our Office of Research and Development has told me about your interest in association with the NAEB.

We have recently revised the membership structure of the NAEB, and, at the present time, our Board of Directors is reviewing the eligibility and fees for our International Associate category of membership. Although we can send you no specific details at this time, we will be happy to send you our publications on a complimentary basis until a decision has been made; at that time we shall extend an invitation to become affiliated with the NAEB and outline the advantages of memberships.

Sincerely,

Harold E. Hill

mlm

(3)

February 19, 1965

Dr. Jan Gijswijt  
Director TV-Education Department  
Haarlem  
Florapark 11  
Netherlands

Dear Dr. Gijswijt:

Thank you for your recent letter requesting information about educational television in the United States. I am sending you a list of the titles of several studies which should provide you with the information you need in your specific area of interest. You may obtain copies of these reports by writing directly to the institution at which the study was conducted.

We are always pleased to receive associates from other countries as members of our organization. I will refer your letter to Vice-president Harold Hill who will advise you of the membership requirements and the services offered by the National Association of Educational Broadcasters.

Sincerely,

Coy L. Ludwig  
Assistant Director

CLL/msg:Encl.

Fleming, Malcolm L. Influence of Three Teaching Machine Factors--Feedback to Programmer, Participation by Learner, and Feedback to Learner on the Production and Utilization of Science Films. Audio-Visual Center, Division of University Extension and Educational Media, School of Education, Indiana University, Bloomington, Indiana, July, 1963.

Goldberg, Lewis R. Inter-Institutional Teaching by Television. Report no. 8: Effects of Varied Teaching Conditions. Oregon State System of Higher Education. 1961-1962

Hardaway, Charles W., C. Lawrence Beymer and William E. Engbretson. A Study of Attitudinal Changes of Teachers and Pupils toward Educational Television and an Analysis of Attitudes of various Groups toward Educational Television. Office of Research and Testing, Indiana State College, Terre Haute, Indiana, June, 1963.

Hoban, Charles F. Determinants of Audience Formation and Reaction to Early-Morning TV College Credit Courses. Institute for Cooperative Research, University of Pennsylvania, Philadelphia, Pennsylvania. 1963

New Orleans Public Schools LENGTH OF TV LESSON FEEDBACK, Division of Instruction, February 14, 1958

Southwestern Indiana Educational Television Council A Study of Attitudes of Parents, Teachers and Students. 405 Carpenter Street, Evansville Indiana, 1959-1960

Timmons, George and Stehlnecker, Robert Inter-Institutional Teaching by Television Report No. 5: Student Attitudes: Follow-Up Study. Oregon State System of Higher Education 1961-1962

Westley, Bruce H. Attitudes Toward Educational Television. University of Wisconsin Television Laboratory Bulletin No. 10 600 N. Park Street, Madison, Wisconsin July 31, 1958

Wolgamuth, Dale E. A Comparative Study of Three Techniques of Student Feedback in Television Teaching: The Effectiveness of an Electrical Signal Feedback System. American University, Washington, D.C. December 11, 1961

STICHTING TELEVISIE ACADEMIE  
„TELEAC”

Gedelegerde van het bestuur:

prof. dr. Fred. L. Polak

„De Ark”

Oude Deldenerweg 217

Boekelo (O)

tel. (05428) 317

G/vdH

Haarlem,  
Florapark 11  
tel. (02500) 11980

Amsterdam, January 12th, 1965

National Association of  
Educational Broadcasters,  
1346 Connecticut Ave,  
Washington 36 D.C.  
U.S.A.

Dear Sirs,

In February 1965, the dutch government supported  
"Stichting Televisie Academie 'Teleac' ", will  
start broadcasting credit and non-credit telecourses  
in Holland.

Lacking experience we would highly appreciate any  
help and cooperation from other stations who have  
had some experience in broadcasting comparable courses  
for a shorter or longer time. Especially we are  
interested in learning about written course-material  
which is available for students and in procedures to  
obtain 'feed-back' from students who are following  
courses via open-circuit TV. We would be very pleased  
if you could add us to your mailing-list.

Please let us know if there is any charge and we'll  
gladly take care of it.

Thanking you in anticipation, we remain, Dear Sirs,

Yours faithfully

*Jan Gijswijt*

Drs. Jan Gijswijt

Director TV-Education Dept.

642/11

cll  
pls answer. Here  
is the information

March 15, 1965

Mr. Neil G. Smith  
Education Coordinator  
US Army Signal Center & School  
Fort Monmouth, New Jersey 07703

Dear Mr. Smith:

Your letter to Mrs. Dorothy Templeton has been forwarded to this office.

We have not given up on the matter of including military installations in the NAEB under some special category of membership. One of our problems is that many of our members who operate on a very limited budget are dismayed by the fact that military operations, with larger budgets, might pay a smaller membership fee. This, of course, has to be one of our considerations.

We have referred the matter to a special Membership Committee which has been appointed by the NAEB Board. They are, at present, deciding what feasible solution can be reached since there are several military installations which have expressed a desire to join the NAEB. Naturally, we are most anxious to have them eligible for membership.

We will contact you as soon as a decision has been made regarding a special category of membership. Meanwhile, if you have any questions, please let us know.

Sincerely,

Harold E. Hill

mlm

NATIONAL  
ASSOCIATION OF  
EDUCATIONAL  
BROADCASTERS

INTER-OFFICE MEMORANDUM

TO: MR. HILL

FROM: DOTTY

DATE: 3/9/65

(2)

I HAVE WRITTEN ABOUT A DOZEN INSTRUCTION MEMBERS WHO HAVE BEEN CARRIED FOR THE PAST YEAR AND MORE, SINCE 1/1/64, BECAUSE SO FAR AS I KNEW THERE HAD BEEN NO CORRESPONDENCE BETWEEN THEM AND US AND NO REPLY TO OUR MEMO ABOUT MEMBERSHIP DIVISIONS LAST YEAR.

THIS IS ONE REPLY. HAS ANYTHING BEEN DONE ABOUT MILITARY MEMBERSHIPS YET? THE AIR FORCE ACADEMY IS JOINING.

March 16, 1965

Mr. Thomas J. Dolan  
ATIT-SCH-EV  
USCONARC  
Fort Monroe, Virginia 23351

Dear Mr. Dolan:

Bill Harley has asked me to reply to your letter of March 4 regarding military membership in the NAEB.

We are still working on this problem as explained in the attached copy of the letter to Neil Smith. Perhaps you and Bill will have a chance to discuss this further at the Region II meeting in Williamsburg the end of this week.

As I explained to you here in the office, it is extremely difficult for us to justify to our other members a special rate for military members; however, we are working on this and hope to have a report from our Board Committee in the near future.

It might be possible for USCONARC to join on behalf of its member schools, but it would be difficult for us to provide sufficient materials for distribution to all such schools.

As you probably know, definite plans have been made for holding the Armed Forces Television Conference in conjunction with the NAEB convention this fall. We are working with Bob Wood and others and hope that this can become an annual cooperative venture. We are acutely aware of the extremely valuable work being done in educational Television by the Armed Services, and we really do want to bring them into the membership. But, as I say, this delay is caused by the working out of details.

Sincerely,

Harold E. Hill

HEH/mlm  
cc: Neil Smith

*Mike  
Prospective Member*

March 22, 1965

Mr. Jack Crannell  
Director of Broadcasting  
Miami-Dade Junior College  
11380 N.W. 28th Avenue  
Miami, Florida 33167

Dear Jack:

You will recall that, in an earlier letter, Bill Harley indicated I would send you information about membership for Miami-Dade Junior College.

As you know, we have four institutional categories of membership: those with television stations may belong to ETS; those with radio stations belong to NER; those producing programs (either for use on their own CCTV systems or for broadcast on another outlet) for direct instruction may belong to our instructional division; and those producing programs or utilizing CCTV for general adult audiences may belong as Institutional Affiliates.

I am enclosing some mimeographed information about these various membership categories and the dues structure which is common to them all. Since I don't know how far you've progressed with your plans, I can't tell what category you should be in. But these materials should help you make some decision. Please let me know if you have any questions after reading the attached. We certainly hope you folks will get on the NAEB bandwagon as soon as possible.

Yes, Sandy is now in stewardess training school in Kansas City. She graduates on April 1, and has enjoyed every minute of it.

Give my regards to Frank.

Cordially,

Harold E. Hill  
Vice President

HMH/mlm

*REK*  
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 CONNECTICUT AVENUE  
WASHINGTON 36, D. C.

WILLIAM G. HARLEY  
PRESIDENT

(7)

February 19, 1965

Mr. Jack Crannel  
Director of Broadcasting  
Miami-Dade Junior College  
11380 N. W. 27th Avenue  
Miami, Florida 33167

Dear Jack:

Congratulations on your new appointment and best wishes for your success there.

✓ Harold will be writing you shortly about appropriate membership for your college and what steps are necessary to acquire it.

I would be delighted to speak with you about the role of educational radio in your operation and would, in fact, consider coming down to talk with people in your administration if this seemed to be a useful procedure. I shall also ask Jerry Sandler, who is heading up our radio division, to send you some of his thoughts on this matter.

As you know, many of the staff will be down for the instructional television meeting in May and we will look forward to seeing you then if not sooner.

Cordially yours,

*Bill*  
William G. Harley

WGH:mab

Peter Masiko, Jr., President

# MIAMI-DADE JUNIOR COLLEGE

11380 N.W. 27th AVENUE • MIAMI, FLORIDA 33167 • PHONE 688-3541

February 26, 1965



Mr. Harold Hill  
National Association of Educational Broadcasters  
Dupont Circle Building  
Washington, D. C.

Dear Harold:

I'm sorry to bother you with this, but I have not received any NAEB since I came down here as Director of Broadcasting and I don't know what the devil is going on regarding the meeting that is scheduled to be held in Williamsburg just prior to the NAB meeting in Washington, March 21 through 24.

Could you please drop me a line as to particulars about this meeting? I'd like to request travel funds to attend it if it is something in which our institution may be interested, going on from there to the NAB in Washington.

Did Sandy go into hostess school?

Best personal regards,

Jack Grannell  
Director of Broadcasting

JC:bgs

8

HEADQUARTERS  
UNITED STATES CONTINENTAL ARMY COMMAND  
FORT MONROE, VIRGINIA  
23351

13 April 1965

Mr. Harold E. Hill  
Vice President  
National Association of Educational Broadcasters  
1316 Connecticut Avenue  
Washington, D. C. 20036

Dear Harold:

I am in receipt of your recommendations and comments, and I appreciate your help in this matter. I will sit down and outline more specific requirements for the present and get back to you as soon as I can.

I am using this letter for two purposes. One is to let you know that I received the above noted letter, and secondly to send you some additional information reference NAEB membership for military organizations. This serves as a follow-up to my letter to Bill Harley on 4 March, and your reply on 16 March. It seems as though your Member Relations Director, Mrs. Templeton, has resolved the problem with an Educational Associate Membership (see attached copy of her letter). The answer provided seems to fill the bill for military memberships both price-wise and responsibility-wise. We would not be able to vote or participate to the same degree as other institutional members, which as a military installation we cannot do anyway; therefore this could be the very answer we have been looking for.

If the Educational Associate seems to solve the problem as far as you are concerned, I would be able to give you a list of contacts who can act on this type membership.

As planning develops here on our study, I will be in touch with you again.

Sincerely,

*Thomas J. Dolan*  
THOMAS J. DOLAN  
Education Specialist

*Title  
Prospective Member*

June 2, 1965

Mr. R. J. Jansen  
Applications Engineer  
Ball Brothers Research Corporation  
Boulder Industrial Park  
Boulder, Colorado

Dear Mr. Jansen:

We are very glad to hear of your interest in this Association. <sup>Worthy</sup> Enclosed is a booklet which <sup>joining</sup> ~~describes~~ <sup>on Association</sup> the aims, activities and purposes of the NAEB. Also enclosed are copies of some of our publications.

The National Association of Educational Broadcasters is the only professional and trade association serving the field of educational broadcasting. Our members represent more than four hundred noncommercial radio and television stations, production centers, and closed-circuit educational broadcasting installations, and more than 2000 individual members who are seeking to promote educational, cultural, and public service broadcasting. Also included in the membership are approximately one hundred schools and universities, associations, commercial stations, and industrial firms which are a part of the expansion and development of education via the broadcasting media.

It would be an honor to welcome (Ball Brothers Research Corporation) into membership in the NAEB as an Industrial Associate. Your company would be joining such firms as AT&T, RCA, GE and 3M in showing an interest in educational broadcasting and a willingness to assist in a small way in the work of educational broadcasting's national organization. Our Industrial Associates, as a contribution to the national educational television and radio movement, pay dues of \$500 annually. They also receive certain tangible benefits in return for these dues.

A brief summary of these benefits would include the 25% discount we give our Industrial Associates on exhibit space reserved at the NAEB annual convention. Industrial Associates receive multiple copies of our periodicals, as well as the various reports we publish from time to time, receive special rates for advertising in some of our publications, are listed in a special listing two or three times a year in our Journal, and are listed in our Directory of Members.

This is but a bare outline. In addition, although we do not attempt to persuade our members to buy from our Industrial Associates

June 2, 1965

in preference to other concerns, it is only reasonable to presume that educational broadcasters, often struggling on minimum budgets, would prefer to give their business to those commercial concerns which have evinced a sincere interest in the welfare and furtherance of educational broadcasting. Industrial Associates also are considered "part of the family" at our Regional Meetings and annual conventions and thus are able to chat more intimately with our members. Representatives of our Industrial Associates are invited to attend most of our seminars and workshops and thus meet with NAEB members on a very informal basis.

I hope that it will be our privilege to welcome (Ball Brothers) to our Association as an Industrial Associate. There is no membership application to complete for this category of membership. All we need is a letter from you stating your intention of joining. We will bill you as you wish, or you can send your membership fee along with your letter.

If you have any further questions, please do not hesitate to get in touch with us.

Sincerely,

Harold E. Hill

mlm



TELEPHONE AREA 303 442-2965  
TELETYPE 303-443-6290

**BALL BROTHERS RESEARCH CORPORATION  
BOULDER INDUSTRIAL PARK - BOULDER, COLORADO**

**R. J. JANSEN  
APPLICATIONS ENGINEER**

This man woned like  
info re Industrial Associate  
Membership - He will be  
exhibiting at Conv this free.



BALL BROTHERS RESEARCH CORPORATION  
BOULDER INDUSTRIAL PARK • BOULDER, COLORADO 80301  
TELEPHONE AREA (303) 442-2965      TELETYPE (303) 443-6290

May 19, 1965

National Association of Educational Broadcasters  
Dupont Circle Office Building  
1346 Connecticut Avenue, N. W.  
Washington, D. C.

Gentlemen:

Ball Brothers Research Corporation is actively engaged in the manufacture of television equipment and we would be interested in learning about the requirements necessary to belong to the NAEB as a member or as an associate, whichever might be the case. Could you please send the necessary information and forms that we might proceed in becoming affiliated.

Thank you for your attention to this matter.

Sincerely yours,

  
R. J. Jansen  
Video Products Application Engineer

RJJ:jr

June 10, 1965

Mr. Thomas J. Dolan  
ATIT-SCH-EV  
USCONARC  
Fort Monroe, Virginia 23351

Dear Tom:

Believe it or not, we now have an "official home" for military members!

At its meeting last week in Columbus, Ohio, the NAEB Board of Directors approved the establishment of a Military Associate category, with annual dues of \$35. Any, like Joe Jordan, who might have joined the Association as Educational Associates will not automatically be transferred over to the new category of membership by Mrs. Templeton.

We will soon begin to undertake a "membership drive" for military members and will appreciate any help you or your compatriots can give us. Once we have several members in this category, there is no reason why the group could not elect a chairman and/or a steering committee to serve as liaison to the NAEB staff and board.

Sincerely,

Harold E. Hill

HHH/mlm  
cc: Joseph T. Jordan, Jr.  
Mrs. Dorothy Templeton

25 June 1965

Mr. Harold E. Hill  
National Association of Educational Broadcasters  
1346 Connecticut Avenue  
Washington, D. C. 20036

Dear Harold:

Thanks for your letter of 10 June and the information pertaining to the "official home" for military members.

I have attached a list of the service schools and Army training centers which may be of help when you undertake your membership drive. In this respect, I would recommend you address any correspondence to the Director of Instruction for specific service schools and to G3 for the Army training centers.

Sincerely,

Incl  
as

THOMAS J. DOLAN  
DCSIT-SCH-EV

USCONARC Schools

US Army Air Defense School  
Fort Bliss, Texas 79916

US Army Adjutant General School  
Fort Benjamin Harrison, Ind. 46216

US Army Artillery and Missile School  
Fort Sill, Oklahoma 73504

US Army Aviation School  
Fort Rucker, Alabama 36362

US Army Command and General Staff College  
Fort Leavenworth, Kansas 66027

US Army Chaplain School  
Fort Hamilton, New York 11252

US Army Chemical School  
Fort McClellan, Alabama 36205

US Army Civil Affairs School  
Fort Gordon, Georgia 30905

US Army Engineer School  
Fort Belvoir, Virginia 22060

US Army Finance School  
Fort Benjamin Harrison, Indiana 46216

US Army Infantry School  
Fort Benning, Georgia 31905

US Army Intelligence School  
Fort Holabird, Baltimore, Md. 21219

US Army Management School  
Fort Belvoir, Virginia 22060

US Army Ordnance Center and School  
Aberdeen Proving Ground, Md. 21005

US Army Ordnance Guided Missile School  
Redstone Arsenal, Alabama 35808

US Army Primary Helicopter School  
Fort Wolters, Texas 76067

USCONARC Schools (cont)

US Army Military Police School  
Fort Gordon, Georgia 30905

US Army Quartermaster School  
Fort Lee, Virginia 23801

US Army Armor School  
Fort Knox, Kentucky 40121

US Army Signal Center and School  
Fort Monmouth, New Jersey 07703

US Army Southeastern Signal School  
Fort Gordon, Georgia 30905

US Army Special Warfare School  
Fort Bragg, North Carolina 28307

US Women's Army Corps School  
Fort McClellan, Alabama 36205

US Army Transportation School  
Fort Eustis, Virginia 23604

US Army Combat Surveillance School  
Fort Huachuca, Arizona 85613

US Army CBR Weapons Orientation Course  
Dugway Proving Grounds  
Dugway, Utah 84022

DEPARTMENT OF DEFENSE AND DEPARTMENT  
OF THE ARMY SCHOOLS/COURSES

Armed Forces Staff College  
Naval Operating Base  
Norfolk, Virginia 23511

Inter-American Defense College  
Fort Lesley J. McNair  
Washington, D. C. 20315

Industrial College of the Armed Forces  
Bldg T-5, Fort Lesley J. McNair  
Washington, D. C. 20315

Medical Field Service School  
Brooke Army Medical Center  
Fort Sam Houston, Texas 78234

US Army Medical Service Veterinary School  
1819 West Pershing Road  
Chicago, Illinois 60609

US Army Security Agency School  
Fort Devens, Massachusetts 01433

US Army War College  
Carlisle Barracks, Pa. 17013

The Judge Advocate General's School, US Army  
University of Virginia  
Charlottesville, Virginia 22901

The National War College  
Washington, D. C. 20315

Defense Information School  
Fort Slocum, New York 13339

Defense Language Institute  
US Naval Station (Anacostia Annex)  
Washington, D. C. 20390

Superintendent  
United States Military Academy  
West Point Military Reservation  
West Point, N. Y. 10996

TRAINING CENTERS

US Army Training Center, Air Defense  
Fort Bliss, Texas 79916

US Army Training Center, Armor  
Fort Knox, Kentucky 40120

US Army Training Center, Engineer  
Fort Leonard Wood, Missouri 65475

US Army Training Center, Field Artillery  
Fort Sill, Oklahoma 73503

US Army Training Center, Infantry  
Fort Dix, New Jersey 08640

US Army Training Center, Infantry  
Fort Jackson, South Carolina 29207

US Army Training Center, Infantry  
Fort Ord, California 93941

US Army Training Center, Infantry  
Fort Polk, Louisiana 71446

US Army Training Center  
Fort Gordon, Georgia 30905

US Army Medical Training Center  
Fort Sam Houston, Texas 78234

US Women's Army Corps Training Center  
Fort McClellan, Alabama 36205

*Sandy -  
May 2000 - project  
K*

November 17, 1965

Mr. Edward A. Altschuler  
President  
Film Cartridge Productions, Inc.  
113 North San Vicente Boulevard  
Beverly Hills, California 90211

Dear Mr. Altschuler:

I am sorry for the delay in answering your recent letter, but as my secretary informed you, I have been on the road quite a bit recently.

There are two ways in which commercial concerns can affiliate with the NAEB. Those engaged in the manufacture and/or sale of broadcast, or broadcast affiliated, equipment may become Industrial Associates. In this category we have such firms as Ampex, RCA, GE, 3M, and numerous others.

However, I am guessing that your firm is not actually eligible for this category, therefore you can become Sustaining Associates. This category is open to any industrial concern interested in furthering educational broadcasting through cooperation with the NAEB. Dues are \$200 annually.

Sustaining Members receive copies of our bi-monthly journal (a professional journal in the field of educational broadcasting), the monthly Newsletter, miscellaneous reports of seminars and research activities, and other materials we release from time to time. Under separate cover I am sending you a sampling of these materials.

In addition, of course, affiliation with the NAEB provides an industrial firm an opportunity to mingle with educational broadcasters as "one of the family" at our annual convention, our regional meetings and other seminars we hold from time to time. I suppose you might also say such affiliation

Mr. Edward A. Altschuler  
November 17, 1965  
Page #2

serves as a "status symbol", in that not only our members but outsiders as well tend to think more favorable of industrial concerns who evince their interest in educational broadcasting in this "practical" way.

I realize that you may have questions, and I will be happy to answer them, but I did want to inform you as to possible methods of affiliation and to send you some samples of our materials.

Sincerely,

Harold E. Hill

HEH:sc

October 13, 1965

Mr. Edward A. Altschuler  
President  
Film Cartridge Productions, Inc.  
113 North San Vicente Blvd.  
Beverly Hills, California 90211

Dear Mr. Altschuler:

Your letter of September 20, to Mr. William G. Harley has been referred to this office, since Mr. Harold Hill, our Vice President handles matters of this sort. Mr. Hill is currently out of the office, but your letter will be called to his attention upon his return and you will hear from him soon thereafter.

Incidentally, your letter to Mr. Harley was addressed to 1771 N Street, which is the address of the National Association of Broadcasters. Our address is as indicated above.

Sincerely,

Mary Lynn Moody  
Secretary to Mr. Hill

MM:es



# Film Cartridge Productions, Inc.

PLANNING • PRODUCTION • PROCESSING • DISTRIBUTION

113 NORTH SAN VICENTE BLVD.  
BEVERLY HILLS, CALIF. 90211  
TELEPHONE: (213) 653-5086

XX  
p. Hanmer

September 20, 1965

Mr. William Harley  
President  
National Association of Educational Broadcasters  
1771 "N" Street, N. W.  
Washington, D. C.

Dear Mr. Harley:

Film/Tape Cartridge Productions is a new company established for the purpose of preparing Audio-Visual Programs for sales and management training, educational, and sales presentation use.

We are most interested in obtaining information regarding your organization and its membership. We are interested in joining those organizations in the Audio-Visual Field whose interests are compatible with our own.

As producers of programs for store, office, home, factory, school, and automobile (our mobile tape cartridge library), we are anxious to associate ourselves with people in the profession.

I am enclosing some material about our company and my own background.

We look forward to hearing from you.

Sincerely yours,

FILM/TAPE CARTRIDGE PRODUCTIONS

*Edward A. Altschuler*

Edward A. Altschuler  
President

EAA/hrs  
Encl.

## Industrial Library



# Mobile Teaching

Rexall Drug Co. has pioneered a new idea in sales training. In 1963, they equipped every one of their 250 salesmen's cars with Autostereo tape cartridge players.

Each week, a tape cartridge was mailed from headquarters bringing the men in the field news of the company's current promotional program, new products and general news of company activities.

Results indicate the mobile teaching machine will zoom in popularity in 1965. A number of companies have contacted Jack Cummings, sales director, Special Products Division, Autostereo Corp., Van Nuys, regarding the use of the car tape players in company training programs.

Many salesmen spend up to 40% of their time traveling between calls. This time can be used to excellent advantage to learn more about company products, sales

programs, company policies and procedures.

The Autostereo player serves as an individual station on a "tape network" with programs designed to inform, entertain and educate.

Percy H. Whiting, reporter, editor, sales manager and former managing director of the Dale Carnegie Sales Courses, offers information on "The Five Great Problems of Salesmen and How to Solve Them" — a new book pub-



lished by McGraw Hill. According to Whiting, the five great problems of salesmen are:

- They fail to organize their day's work;
- They don't think creatively to solve their own or their customers' problems;
- They don't know how to answer objections;
- They can't motivate themselves;
- They lack the ability to communicate effectively.

A detailed method for selling by recognition of and mastery over these problems is presented. Each problem is described clearly with many of its ramifications, and the solution to each is presented in a straightforward manner, replete with anecdotes, dos and don'ts.

Rexall's exploration with the Autostereo tape player is an attempt to help salesmen solve these problems. It obviously is not the only technique or method, but it does beam the company message directly to the individual at a time when he can give his attention to the message — while driving from point to point.

To enhance the application of this mobile teaching machine, Ascon Management Corp. has developed a new teaching technique—including use of the Autostereo player in conjunction with modern concepts of psychology and programmed learning.

To all of this had been added entertainment production values in each taped program designed to compete with the best programs available on the auto radio.

Called "Autotrain," the new training system takes a page from Whiting's book and builds from there.



Karl Kraatz of the LA Home Show; Ed Altschuler of Ascon; Tom Jennings of JBL.

## Showcase wired for sound

Over breakfast during the Los Angeles Show we asked industry members to consider the case of the Electronic Home that the Home Show will build.

HIGH FIDELITY TRADE NEWS held a breakfast during the Los Angeles Show to give industry members a chance to hear about an idea that's being kicked around for next year's Home Show.

For some time now, Ed Altschuler of Ascon Management Corp. has been talking to every group who would listen about his conviction that electronics must be promoted as an interesting string of semi-technical and technical devices, but as the new utility.

Talking to Karl Kraatz of the Los Angeles Home Show, he suggested the idea of their building a home wired to accept electronic systems for the annual affair. Kraatz liked the idea, so Altschuler went to Dan Felger, who had built Altschuler's new home. Would Felger be interested in building this Electronic Home for the Home Show?

Not only would he be interested, he wanted to build one for himself as a permanent model home.

That left only the question of the

equipment to be used. Some manufacturers of electronic gear offered their products for display without hesitation; but the high fidelity industry in general seemed to be dragging its feet.

Now Ed Altschuler is an old hi-fi man. Aside from writing for *High Fidelity TRADE NEWS* in its early days, he has been with such companies as Benjamin and Concertone.

The Altschuler gave him a chance to make his pitch (with a short talk) to high fidelity manufacturers. Aside from Altschuler, Kraatz and Felger, the most active participants in the discussion included Avery Yudin of Benjamin, Jules Rubin of Concertone, Bill Thomas of J. B. Lansing, Bob Bowman of Tandberg, and Ken Nelson and Lee Solomon of *High Fidelity TRADE NEWS*.

Ed Altschuler opened the discussion by asking for specific comments from the manufacturers represented in the group on the display of their products in the Electronic Home.

Tom Jennings voiced what seemed

to be an immediate objection to several of his colleagues: "There are three links in the chain by which systems would get into homes in Southern California or similar markets—the decorator, the architect, and the builder. Any one of these can disrupt the chain, but none know anything about electronics.

"Trying to reach the market this way, we are trying to slay the dragon from underneath his belly. The show can sell the consumer—that's the easy job. But you also have to sell the guy who's going to sell the consumer."

"That's the advantage of the Electronic Home in the Home Show," Ed replied, "it shows the system in context."

Avery Yudin objected to the unilateral decision by the builder what equipment would be used. "And once he's put something in the wall, that's it!"

"First of all," Ed countered, "we need something to make it possible for the consumer to get what he wants. Second, we need to let the consumer know that he shouldn't settle for anything but the best."

Ken Nelson asked Dan Felger, as a business man and as a builder whether he wouldn't tend to look at a product for its ability to jazz up the house, rather than as a specific brand that is supposed to be good. And if it gets selected in terms of which will deliver the most profit, shouldn't it go out for bids?

"I think you're missing the point," Dan replied. "We'll put in a house what is necessary to sell it in a given price range. Obviously, a man buying a house for \$20 thousand will demand less than the man buying a house for \$30 or 40 thousand, and so on.

"I wouldn't know a hi-fi system from a doorknob; but this is something you have to sell to the consumer—not me. When people come knocking on our door, asking to buy a house in one of our developments, and they say, 'I saw this and such demonstrated at the Home Show, can you put it on this house?' we can't ignore it, at least not if we're getting 10 or 20 people out of 100 asking about it."

Karl Kraatz expanded on the way in which an exhibit in the Home Show puts an idea or a product directly before some 6,437 builders in the Southern California area, to say nothing of the national magazine coverage that is expected to result from the Electronic Home. To dealer objections that shows are visited only by those who are already sold, so that no increase in sales results, Kraatz replied that that would be true only of regular commercial exhibits. "Now we're

going to take that commercial exhibit and put it into a house, to show the consumer what we can do and how to do it."

Tom Jennings felt that one inconsistency remained: "We have no distribution program through builders. And if you have a product, you can't be properly distributed; you can forget the place. That's why some of these home interior companies have been able to come in and do a big volume—because they had an outlet to go to: the builder and the people who sell to builders."

"Hi-Fi is oriented to specialists; and there is no method of coexistence in this business. The builder wants a good markup, and I can't blame him—he needs it. But the dealer needs a markup, and they can't both get it. There's not enough play with a product that's very expensive to begin with."

"We're going to go ahead," said Ed. "We'll go to you as individual manufacturers and say, 'Are you interested?' We're going to install an entertainment system, a communications system, controls, special devices, lights on the walls, devices to turn on the sprinklers and close the windows, a garage door opener, automatic light controls—to build an all-electronic home!"

"We're going to say to the builders of America, 'Just give us wire-wire and plugs.' If it's all I want to put across, I'd say to Karl and with Danny."

"We're not interested in being a jobber or a wholesale outlet for your components," added Dan Felger. "Matter of fact, I don't even want to buy your components for the houses. You're going to sell these to the consumers."

The final question, voiced by Avery Yudin, was: With several manufacturers in each category of hi-fi product, how will you decide whose equipment gets displayed? First come, first served, was Ed's answer. If more than one wants to participate for a given

type of unit, maybe a rotation system could be worked out. But he pointed out that manufacturers like RCA and Sylvania have been asking already. What the high fidelity industry doesn't supply, he implied, would have to come from the communications companies.

Lee Solomon, as publisher of *High Fidelity TRADE NEWS*, closed the meeting with our pledge not only to produce printed matter to tie in with the show, but to work for maximum dealer tie-in—to let the dealer know what promotion he can build on and to let the consumer know who to go to to get the equipment he needs to make his an Electronic Home.

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- Sales Training
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- Company News



## Autotrain TAPE CARTRIDGE LIBRARY

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**AUTOSTEREO CORPORATION**

14617 Keswick Street, Van Nuys, California

*World's Largest Manufacturers of Tape Cartridge Players*

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## Film/Tape Cartridge Productions, Inc. produces all Autotrain programs.

The firm is headed by Edward A. Altshuler, nationally known management consultant, educator, author of nine books on management and sales training, educational consultant to many national trade and professional associations.

## Autotrain Standard Tape Cartridge Library offers the largest selection of exclusive subjects and speakers.

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Now you can put together Your Own Program Series for regular tape casting to your employees or customers.

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- **Autotrain's Consulting Staff**  
will advise you on how to prepare a complete program . . . will help you plan and coordinate it . . . will research, write and produce your special shows, Plus develop proper Feedback Reports.
- **Autotrain Dealers**  
offer you a complete selection of tape cartridges from the Standard Autotrain Tape Library.  
They will help you make and select suitable tapes for your purposes.
- **Autostereo Corporation**  
will duplicate your special shows and mail them directly to you or to your Autotrain Network of employees and/or customers.



# YOUR OWN CUSTOM SHOWS

## Featuring

- Interviews with management
- Promotion program announcements
- Customer Testimonials
- Star Salesman Interviews
- Product Training

## Heard on Your Own Communications Network

### ■ Program Material

played when and where you want it.

### ■ Eliminates the Time Squeeze

Your salesmen, customers, employees, everyone . . . can listen in the car while traveling to and from work . . . or between calls.

### ■ Make Every Car an Autotrain Station

Thousands of cars are already equipped . . . millions more will be equipped in the next two years to receive Autotrain programs. Autostereo Corporation and its dealers will equip one car or a fleet at your request.

### ■ Best Way to Reinforce Your Communications

Sound added to sight is scientifically proven to be most effective for retention of information.

### ■ Special Feedback System Assures Your Message Gets Across

on all important points.

FROM AUTOSTEREO: AUTOTRAIN TAPE CARTRIDGE PLAYERS

1. For your car — plays Autotrain and regular music tapes.
2. For your home or office — equipped with internal PA system and Micro for in-store training operations.
3. For field or office — operates off your cigarette lighter (DC) or regular wall plug (AC).

This Autotrain System is completely compatible . . . uses same tape and film cartridges for car and home office use.

# now

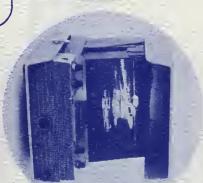
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AUDIO-VISUAL PROGRAMS • MOST CONVENIENT—USE TAPE AND FILM  
CARTRIDGES TOGETHER OR SEPARATELY



**AUTOTRAIN TAPE CARTRIDGES**  
offer Program Time from  
30 minutes to 2 hours.  
Autotrain tape cartridges  
and tape decks are  
able to play any tape or  
any other tape cartridge  
player using the Filepac  
file cartridge. All EXECUTIVE  
sound projectors use this  
cartridge . . . the standard



**EXECUTIVE FILM CARTRIDGE**  
used in all EXECUTIVE products contains  
up to 100 different 35mm shots in full color or black and white. Completely  
sealed plastic cartridge holds film rigid in place for constant  
focus. Cartridge is dropped into place. Can be changed in seconds.



For the very best in  
Sight and Sound  
with  
instant  
understanding



FROM EXECUTIVE: "EXECUTIVE" 303 & PORTABLE VIEWER

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5. For your car — PORTATVIEWER — Advances film in cartridge while your passenger listens to tape cartridge presentation.

Ideal for Sales Training . . . Special Presentations . . . Education

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TALK TO YOUR  
**Autotrain** SPECIALIST  
ABOUT THE **in** PROGRAM

Discover how it **in**structs

**in**firms

**in**spires

**in** the car, for

**in**stant

understanding



Programmed Learning is the latest achievement  
of the psychologist and educator.

Autotrain is an advance in the *state of the art*.

Your most important asset is People — Autotrain  
trains People faster . . . easier . . . more effectively.

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**"EVERY CAR A CLASSROOM"**

# H

# OOVER BROTHERS, INC.

Educational Equipment And Materials

HOOVER BROS. INC.

SERVING  
THE  
SCHOOLS  
SINCE 1900

1305 NORTH 14th STREET

• TEMPLE, TEXAS

76502

• PHONE: PROSPECT 3-6842

Area Code 817

December 3, 1965

NAEB  
1346 Connecticut Avenue, Northwest  
Washington, D. C. 20036

Gentlemen:

As we are a sales organization for school equipment and supplies, we are interested in the NAEB journal. To further qualify this, in the last three months we have added to our general lines the Ampex Video Recorder and related equipment, and are very actively working the institutional broadcast and television market.

What will it require from us to be able to take the NAEB journal?

Sincerely,

HOOVER BROS., INC.

*C. R. (Buz) Wallace*  
C. R. (Buz) Wallace

CRW:bt

HEH  
MLM

# CBS LABORATORIES

*A Division of Columbia Broadcasting System, Inc.*

HIGH RIDGE ROAD, STAMFORD, CONNECTICUT • (203) 325-4321

JOSEF C. DINE  
*Director of Information Services*

December 30, 1965

Miss Mary Lynn Moody  
NAEB  
1346 Connecticut Avenue  
Washington, D.C. 20036

Dear Miss Moody:

Thank you for your December 7 letter, and the pamphlets. We are looking forward to joining the NAEB as soon as the spinoff of educational television product from our government-industry-CBS work reaches the proper point. This may well be next year and you will hear from me at the appropriate time.

Sincerely,



JD:md

*File -  
Prospective Member*

January 24, 1966

Mr. James J. Howell  
Allied Sound Company, Inc.  
206-12th Avenue, South  
Nashville, Tennessee

Dear Mr. Howell

We have received a letter from Miss Patsy Duncan of Allied Sound, requesting information about membership in the NAEB. She requested that this information be sent to your attention.

Business concerns may affiliate with the NAEB in either one of two categories. Those engaged in the manufacture and/or sale of broadcast or auxiliary equipment may become Industrial Associates, while other business firms, without such specific involvement in broadcast equipment, may become Sustaining Associates. We were unable to tell, from Miss Duncan's letter, which category would be applicable to Allied Sound.

The National Association of Educational Broadcasters is the only professional and trade association serving the field of educational broadcasting. Our members represent more than four hundred educational radio and television stations, production centers and closed-circuit installations; more than 2000 individual members who are engaged in or seeking to promote educational, cultural, and public service broadcasting; and over one hundred schools, universities, associations, commercial stations, and industrial firms which are a part of the expansion and development of education via the broadcast media. I am enclosing a booklet which will tell you more about the aims and activities of the Association. Also enclosed are copies of some of our publications.

As a Sustaining Associate, your company would be joining such firms as National Community Television Association, RTA International, Crowell-Collier Publications, and the National Broadcasting Company.

Our Sustaining Associates, as a contribution to the national educational broadcasting movement, pay dues of \$200 annually. Industrial Associates pay \$500 annually. Sustaining and Industrial Associates also receive certain tangible benefits in return for those dues.

A brief summary of these benefits would include: multiple copies of our publications as well as the various reports we publish

Mr. James J. Howell

-2-

January 24, 1966

from time to time; special rates for advertising in some of our publications; for the Industrial Associates, a reduced rate for exhibit space taken at our annual convention; and perhaps most important, becoming "part of the family" at our Regional and National meetings, thus permitting more informal and intimate conversations with our members. In addition, although we do not attempt to persuade our members to patronize our Sustaining and Industrial Associates in preference to other concerns, it is only reasonable to presume that educational broadcasters, often struggling on minimum budgets, would prefer to give their business to those commercial concerns which have evinced a sincere interest in the welfare and furtherance of educational broadcasting.

We hope that you will consider affiliating with us in the educational broadcasting movement. If you have further questions, please do not hesitate to get in touch with me.

Sincerely,

Harold E. Hill

H/mlm

# Allied Sound Company, Inc.



206-12TH AVENUE, SOUTH  
NASHVILLE 3, TENNESSEE  
PHONE 254-6473

JANUARY 6, 1966

NATIONAL ASSOCIATION OF EDUCATIONAL  
BROADCASTERS  
1346 CONNECTICUT AVENUE, N. W.  
WASHINGTON, D. C. 20036

DEAR SIRS:

WOULD YOU PLEASE SEND US AS SOON AS POSSIBLE ANY AVAILABLE  
INFORMATION WHICH YOU MAY HAVE CONCERNING MEMBERSHIP IN THE  
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS.

PLEASE SEND THIS INFORMATION TO THE ATTENTION OF:

MR. JAMES J. HOWELL  
ALLIED SOUND COMPANY, INC.  
206-12TH AVENUE, SOUTH  
NASHVILLE, TENNESSEE

YOURS TRULY,

Patsy Duncan

(MISS) PATSY DUNCAN  
ALLIED SOUND COMPANY, INC.

/s

MLM  
Industrial

Mr. Hie - I assume that these people do not actually  
manufacture television or radio equipment, but rather put  
in systems - : would they be furnishing programs?

Industrial Sound



Intercommunication



Direct Wire Television

Centralize Sound System

Public Address



Telephone System

Hospital Communication

of manufacture and/or sale of  
broadcast & auxiliary equipment,  
If not, can be sustaining member -

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AGENTS  
ASSOCIATION

Mbrshp  
Promo

March 3, 1966

Mr. Frank M. Merklein  
Production Manager  
Foreign Operations  
Time-Life Broadcast Inc.  
Time Life Building  
New York, New York 10020

Dear Mr. Merklein:

Miss Susan Gallagher of our staff has told us of your interest in a Sustaining membership in the NAEB for Time-Life Broadcast, Inc. We are very pleased to hear of this interest and are forwarding membership information to you as you have requested.

The National Association of Educational Broadcasters is the only professional and trade association serving the field of educational broadcasting. Our members represent more than four hundred educational radio and television stations, production centers and closed-circuit installations; more than 2000 individual members who are engaged in or seeking to promote educational, cultural, and public service broadcasting; and over one hundred schools, universities, associations, commercial stations, and industrial firms which are a part of the expansion and development of education via the broadcast media. I am enclosing a booklet which will tell you more about the purposes and activities of the Association. Also enclosed are copies of some of our publications.

As a Sustaining Associate, your company would be joining such firms as National Community Television Association, Crowell-Collier Publications, RTA International, the National Broadcasting Company, etc. in showing an interest in educational broadcasting and a willingness to assist in the work of educational broadcasting's national organization. Our Sustaining Associates, as a contribution to the national educational broadcasting movement, pay annual dues of \$200. They receive certain tangible benefits in return for these dues.

A brief summary of these benefits would include reduced rates at our annual convention and receipt of multiple copies of our periodicals, as well as the various reports we publish from time to time; special rates for advertising in some of our publications; invitations to participate in our regional meetings and workshops; and listing in our educational broadcasting directory.

Mr. Frank M. Merklein

- 2 -

March 3, 1966

We sincerely hope that it will be our privilege to welcome Time-Life Broadcast, Inc. to our Association as a Sustaining Associate. If your company decides to affiliate with the NAEB, all we would need from you is an official letter notifying us of your decision. An application for Individual membership in the NAEB is also enclosed since you evinced an interest in a personal membership.

If, after reviewing the enclosed materials, you should have any further questions about the NAEB, please do not hesitate to contact me.

Sincerely,

Harold E. Hill

<sup>m</sup>  
Encl.

*membership*

March 12, 1966

Mr. Truman Cleveland  
1735 Birmingham Boulevard  
Birmingham, Michigan 48009

Dear Mr. Cleveland:

Your check for \$100 for life membership in the NAEB has been received in this office.

A proposal for life membership was made last year; however, the Staff and Board decided that the establishment of this membership category was not advisable at this time. Therefore, we are returning your check to you with the hope that you will continue to take out yearly memberships until such time as life membership is established.

We very much appreciate this evident interest in the NAEB and its future.

Sincerely,

Mary Lynn Moody  
Assistant to the Vice President

*Pump Rubber*

March 14, 1966

Mr. Richard J. Zeitler  
Manager  
TELE-BEAM  
The Kalart Company, Inc.  
Plainville, Connecticut 06062

Dear Mr. Zeitler:

I am sorry for the delay in answering your letter of February 15 regarding membership in the NAEB and your interest in exhibiting at our annual convention. Before writing you, however, I wanted to have printed brochures which outline the costs and regulations for exhibiting.

The National Association of Educational Broadcasters is the only professional and trade association serving the field of educational broadcasting. Our members represent more than four hundred non-commercial radio and television stations, production centers, and closed-circuit educational broadcasting installations, and more than 2000 individual members who are seeking to promote educational, cultural, and public service broadcasting. Also included in the membership are approximately one hundred schools and universities, associations commercial stations, and industrial firms which are a part of the expansion and development of education via the broadcasting media.

It would be an honor to welcome TELE-BEAM into membership in the NAEB as an Industrial Associate. Your company would be joining such firms as Sarkes Tarzian, RCA, 3M and Continental Electronics Products, etc., in showing an interest in educational broadcasting and a willingness to assist in a small way in the work of educational broadcasting's national organization. Our Industrial Associates, as a contribution to the national educational radio and television movement, pay dues of \$560 annually.

I am enclosing a brochure which describes in brief the aims and activities of the NAEB. Also enclosed are copies of some of our publications. As an Industrial Associate of the NAEB, you would receive multiple copies of our periodicals, as well as the various reports we publish from time to time and you would also receive special rates for advertising in some of our publications.

Mr. Richard J. Zeitler

- 2 -

March 14, 1966

The attached exhibit brochure will, I think, answer any questions you might have about requirements for exhibiting at our convention. Your will note that further correspondence about the show should be sent to our show manager, Mr. Frank Masters of Trade Associates, Inc. Mr. Masters reports to me that about half of our space has already been sold, so I would suggest that you get in touch with him right away if you do wish to exhibit.

We hope that it will be our privilege to welcome you to our Association as an Industrial Associate. There is no membership application to complete for this category of membership; an official letter from you stating your desire to join will be sufficient.

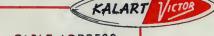
If you have further questions about membership, please do not hesitate to get in touch with us.

Sincerely,

Mary Lynn Moody  
Assistant to the Vice President  
and Convention Coordinator



*The* **KALART** COMPANY INC.  
AUDIO-VISUAL AND PHOTOGRAPHIC PRODUCTS



CABLE ADDRESS  
KALART  
PLAINVILLE, CONN.

PLAINVILLE, CONNECTICUT, 06062, U. S. A.

PHONE 747-1663  
AREA CODE 203

February 15, 1966

National Association of Educational Broadcasters  
1346 Connecticut Avenue, N.W.  
Washington 6, D.C.

Gentlemen:

We would be pleased to receive an application for membership in the N.A.E.B. so that we, as a manufacturer of audio-visual products which are applicable to the educational broadcast market, may participate in the equipment trade shows which are regularly conducted by your association.

The requirements for such participation will be appreciated at your earliest convenience.

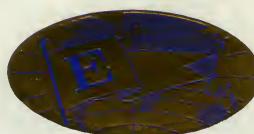
Very truly yours,

TELE-BEAM  
a division of K A L A R T

*Richard J. Zeitler*

Richard J. Zeitler  
Manager

D



*Murphy Promo*

March 15, 1966

Mr. E.A. Wheeler  
Administrator  
Education and Training Department  
Bell Telephone Laboratories  
Murray Hill, New Jersey 07971

Dear Mr. Wheeler:

It has been brought to our attention that you are interested in knowing about the NAEB, its activities and services to its members.

The National Association of Educational Broadcasters is the only professional and trade association serving the field of educational broadcasting. Our members represent more than four hundred educational radio and television stations, production centers and closed-circuit installations; more than 2000 individual members who are engaged in or seeking to promote educational, cultural, and public service broadcasting; and over one hundred schools, universities, associations, commercial stations, and industrial firms which are a part of the expansion and development of education via the broadcast media. I am enclosing a booklet which will tell you more about the aims and activities of the Association. Also enclosed are copies of some of our publications.

Commercial concerns may affiliate with the NAEB in either of two categories. Those engaged in the manufacture and/or sale of broadcast or auxiliary equipment may become Industrial Associates, while all other business firms would become Sustaining Associates. Among our Industrial Associates are 3M, RCA, GE, Sarkes Tarzian, AT&T, etc. and Sustaining members include RTA International, Crowell-Collier Publications, NBC, National Community Television Association and others.

Our Industrial Associates, as a contribution to the national educational broadcasting movement, pay dues of \$500 annually. The annual contribution for Sustaining members is \$200. Both membership categories receive certain tangible benefits in return for those dues.

A brief summary of these benefits would include: multiple copies of our publications; special rates for advertising in some of our publications; for the Industrial Associates, the first opportunity to select exhibit space at our annual convention; and perhaps most

Mr. E. A. Wheeler

- 2 -

March 15, 1966

important, becoming "part of the family" at our regional and national meetings, thus permitting more informal and intimate conversations with our members. In addition, although we do not attempt to persuade our members to patronize our Sustaining and Industrial Associates in preference to other concerns, it is only reasonable to presume that educational broadcasters, often struggling on minimum budgets, would prefer to give their business to those commercial concerns which have evinced a sincere interest in the welfare and furtherance of educational broadcasting.

We hope that you will consider affiliation with the NAEB in its continuing efforts to expand and improve educational broadcasting throughout this country. If you have further questions, please do not hesitate to get in touch with us.

Sincerely,

Harold E. Hill  
Vice President

m

JAN 10 1966

**BELL TELEPHONE LABORATORIES**

INCORPORATED

MURRAY HILL, NEW JERSEY 07971

TELEPHONE  
AREA CODE 201  
582-3000

January 7, 1966

Industrial Associate  
\$500

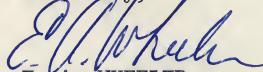
MR. RICHARD H. BELL  
Executive Director  
National Association of  
Educational Broadcasters  
1346 Connecticut Avenue  
Washington, D. C. 20036

Dear Mr. Bell:

Thank you for receipt of the annotated bibliography of ITV  
research reports, enclosed with your letter of January 3, 1966.

These materials will constructively aid our interests in ETV  
and CCTV studies. I look forward to the enlargement of  
National Association of Educational Broadcasters services of  
which you spoke and to learning further of the development  
of NAEB membership for ITV industrial organizations.

Sincerely,



E. A. WHEELER  
Administrator  
Education and Training Department

*Inducted  
available*

August 3, 1965

Mr. Henry Shapiro  
Executive Vice President  
Electronics, Missiles and Communications, Inc.  
160 East Third Street  
Mt. Vernon, New York

Dear Mr. Shapiro:

We are very pleased to hear, from Mr. Frank Masters of Trade Associates, Inc., that your company is interested in affiliation with the NAEB.

It would be an honor to welcome Electronics, Missiles and Communications, Inc. into membership in the NAEB as an Industrial Associate. Your company would be joining such firms as AT&T, RCA, GE and Sarkes Tarzian, Inc., in showing an interest in educational broadcasting and a willingness to assist in a small way in the work of educational broadcasting's national organization. Our Industrial Associates, as a contribution to the national educational television and radio movement, pay dues of \$500 annually. They also receive certain tangible benefits in return for these dues.

A brief summary of these benefits would include the 25% discount we give our Industrial Associates on exhibit space reserved at the NAEB annual convention. Industrial Associates also have priority in the reserving of exhibit space. They receive multiple copies of our periodicals, as well as the various reports we publish from time to time, receive special rates for advertising in some of our publications, are listed in a special listing two or three times a year in our Journal, and are listed in our Directory of Members.

This is but a bare outline. In addition, although we do not attempt to persuade our members to buy from our Industrial Associates in preference to other concerns, it is only reasonable to presume that educational broadcasters, often struggling on minimum budgets, would prefer to give their business to those commercial concerns which have evinced a sincere interest in the welfare and furtherance of educational broadcasting. Industrial Associates are also invited to attend our regional meetings and annual conventions, as well as our seminars and workshops, where they can meet with NAEB members of a very informal basis.

I hope that it will be our privilege to welcome Electronics, Missiles, and Communications, Inc. to our Association as an Industrial Associate. There is no membership application to complete for this

Mr. Henry Shapiro

- 2 -

August 3, 1965

category of membership. All we need is a letter from you stating your intention of joining.

Please do not hesitate to get in touch with me if you should have any further questions, either about the NAEB or its membership structure.

Sincerely,

Harold E. Hill

mlm

Sandy -

good work - perhaps  
we'll need a follow-up  
if we don't hear from  
him in a couple of weeks  
Kathy

N A E B

From: *Sandy*

To: *Mr. Hill*

For your information.....

For your comments .....

Please handle .....

Please take up with me.....

For your approval.....

Please file .....

**PLEASE RETURN** .....

*He called 8/26/66 & seemed  
extremely interested in  
becoming an Industrial  
Associate !!*

August 26, 1966

Mr. Ward Deutschman  
Harvey Radio Company  
60 Crossways Park West  
Woodbury, Long Island,  
New York 11797

Dear Mr. Deutschman:

As an extension to our telephone conversation this afternoon, enclosed is a booklet which briefly describes the aims, activities and purposes of the NAB. Also enclosed are copies of some of our publications together with a list of publications which are available.

Briefly, the National Association of Educational Broadcasters is the only professional and trade association serving the field of educational broadcasting. Our members represent more than four hundred noncommercial radio and television stations, production centers, and closed-circuit educational broadcasting installations, and more than 2,000 individual members who are seeking to promote educational, cultural, and public service broadcasting. Also included in the membership are approximately one hundred schools and universities, associations, commercial stations, and industrial firms which are a part of the expansion and development of education via the broadcasting media.

It would be an honor to welcome Harvey Radio into membership in the NAB as an Industrial Associate. Your company would be joining such firms as AT&T, RCA, GE and 3M in showing an interest in educational broadcasting and a willingness to assist in a small way in the work of educational broadcasting's national organization. Our Industrial Associates, as a contribution to the national educational television and radio movement, pay dues of \$500 annually. They also receive certain tangible benefits in return for these dues.

A summary of these benefits would include the 25% discount we give our Industrial Associates on exhibit space reserved at the NAB annual convention. Industrial Associates receive multiple copies of our periodicals, as well as the various reports we publish from time to time, receive special rates for advertising in some of our publications, are listed in a special listing two or three times a year in our Journal, and are listed in our Directory of Members.

August 26, 1966

This is but a bare outline. In addition, although we do not attempt to persuade our members to buy from our Industrial Associates in preference to other concerns, it is only reasonable to presume that educational broadcasters, often struggling on minimum budgets, would prefer to give their business to those commercial concerns which have evinced a sincere interest in the welfare and furtherance of educational broadcasting. Industrial Associates also are considered "part of the family" at our Regional Meetings and annual conventions and thus are able to chat more intimately with our members. Representatives of our Industrial Associates are invited to attend most of our seminars and workshops and thus meet with NAB members on a very informal basis.

I hope that it will be our privilege to welcome Harvey Radio to our Association as an Industrial Associate. There is no membership application to complete for this category of membership. All we need is a letter from you stating your intention of joining. We will bill you as you wish, or you can send your membership fee along with your letter.

Regarding exhibiting at our annual convention, I have checked with our Convention Coordinator, and she tells me that both distributors and manufacturers are eligible to exhibit. She suggested that if you are interested in exhibiting at our upcoming Convention in Kansas City, October 23-26, that you contact our Exhibit Manager immediately. It is her understanding that there are only four remaining booths, so perhaps you would want to call him rather than rely on the U.S. mails. He is Frank Masters, Trade Associates, Inc., 5151 Wisconsin Avenue, N.W., Washington, D.C. The telephone number is 362-2794. If you are unable to speak to Mr. Masters, his secretary, Mrs. Duty will be able to help you.

I have also enclosed some information about Individual Membership in our organization. If you wish to become an Individual Member, you have only to fill in the enclosed application and return it to me together with a check in the amount of \$15.00. We will see that you are added to our membership list immediately so that you may begin to receive the publications to which membership entitles you.

It was good talking to you today, and I am hopeful that Harvey Radio will decide in favor of becoming an Industrial Associate. If you have any questions, or need any additional information, please do not hesitate to get in touch with us.

Sincerely,

Sondra Olson  
Membership Associate

Enc.

Ward

Deutschman

Publications list

Indust

Harvey

Radio Co.

interaction  
of television

60 crossways

curriculum

Park West

Woodbury

~~Connecticut~~

electronic  
equipment

Long, Islan

industrial  
training

11797

Closed circuit

new developm in TV

broadcasting

broadcasting distributor

refer

to Frank

Masters  
understand  
only 4 booths  
left

September 1, 1966

Mr. Leonard Gunly  
Information Display Specialist  
Hoffmann-La Roche Inc.  
Nutley 10, New Jersey

Dear Mr. Gunly:

Thank you for your interest in the National Association of Educational Broadcasters as expressed in your letter of May 20, 1966. Enclosed is a booklet which briefly describes the aims, activities and purposes of the NAEB. No doubt you have already received this in connection with your recent application to join the NAEB as an Individual Member. Also enclosed are copies of some of our publications together with a list of publications which are available.

Briefly, the National Association of Educational Broadcasters is the only professional and trade association serving the field of educational broadcasting. Our members represent more than four hundred noncommercial radio and television stations, production centers, and closed-circuit educational broadcasting installations, and more than 2,000 individual members who are seeking to promote educational, cultural, and public service broadcasting. Also included in the membership are approximately one hundred schools and universities, associations, commercial stations, and industrial firms which are a part of the expansion and development of education via the broadcasting media.

It would be an honor to welcome Hoffmann-La Roche into membership in the NAEB as an Industrial Associate. Your company would be joining such firms as AT&T, RCA, GE and 3M in showing an interest in educational broadcasting and a willingness to assist in a small way in the work of educational broadcasting's national organization. Our Industrial Associates, as a contribution to the national educational television and radio movement, pay dues of \$500 annually. They also receive certain tangible benefits in return for these dues.

A summary of these benefits would include the 25% discount we give our Industrial Associates on exhibit space reserved at the NAEB annual convention. Industrial Associates receive multiple copies of our periodicals, as well as the various reports we publish from time to time, receive special rates for advertising in some of our publications, are listed in a special listing two or three times a year in our Journal, and are listed in our Directory of Members.

Mr. Gumly

page 2

September 1, 1966

This is but a bare outline. In addition, although we do not attempt to persuade our members to buy from our Industrial Associates in preference to other concerns, it is only reasonable to presume that educational broadcasters, often struggling on minimum budgets, would prefer to give their business to those commercial concerns which have evinced a sincere interest in the welfare and furtherance of educational broadcasting. Industrial Associates also are considered "part of the family" at our Regional Meetings and annual conventions and thus are able to chat more intimately with our members. Representatives of our Industrial Associates are invited to attend most of our seminars and workshops and thus meet with NAEB members on a very informal basis.

I hope that it will be our privilege to welcome Hoffmann-La Roche to our Association as an Industrial Associate. There is no membership application to complete for this category of membership. All we need from you is a letter stating your intention of joining. We will bill you as you wish, or you can send your membership fee along with your letter.

Sincerely,

Sonira Olson  
Membership Associate

Eac.



September 20, 1966

Mr. Ward Deutschman  
Harvey Radio Company  
60 Crossways Park West  
Woodbury, Long Island,  
New York 11797

Dear Mr. Deutschman:

On August 26 I wrote to you regarding the advantages of an Industrial Associate membership in the NAEB. As I have heard nothing from you to date, I am wondering if you have questions about the material which was sent at that time. If this is the case, please do not hesitate to let me know what your questions and/or hesitations are.

With the rapid approach of our annual convention, I know you will want to consider a membership before then, whether you enroll as an Industrial Associate or simply as an Individual Member. In any case, I look forward to hearing from you shortly.

Sincerely,

Sondra Olson  
Membership Associate

o

*Prospective  
Military Associate*

September 20, 1966

Captain T. J. Ryan  
Commanding Officer  
Communication-Electronics School Battalion  
Marine Corps Recruit Depot  
San Diego, California 92140

Dear Captain Ryan:

My apologies for the delay in replying to your letter requesting information about associate membership in the NAEB. I have been away on vacation, and unfortunately, your letter was buried in a pile of papers and was only unearthed this morning.

During the past few years, many military installations have expressed an interest in becoming a member of the National Association of Educational Broadcasters. However, there was no appropriate membership category for them since the cost of institutional membership ranges from \$100 - \$700, and military installations found it impossible to justify this amount in their budgets.

Therefore, the NAEB Board of Directors approved last year the establishment of a Military Associate category of membership, with annual dues of \$45.00. This fee entitles Military Associates to monthly copies of our Newsletter, Bi-monthly copies of our Journal, along with various other NAEB publications and reports which are sent to our members from time to time. You would also be invited to attend and participate in our annual convention at a low membership rate, and attend workshops, seminars and regional meetings where you would meet with others operating closed-circuit installations all over the world.

The NAEB Convention is being held this year, October 23 - 27, at the Muehlebach Hotel in Kansas City, Missouri. I am enclosing a brochure which explains the purpose of this convention and also describes the aims, activities and purpose of the NAEB. An Armed Forces Meeting is being scheduled for Tuesday, October 25th, from 2:00 to 5:00 p.m. For additional information about this meeting you may want to contact Dr. Joseph H. Kanner, Education Specialist, Pictorial & Audio-Visual, U.S. Army, 2100 14th Street, North Arlington, Virginia.

Captain T. J. Ryan

page 2

September 20, 1966

If, after reviewing the enclosed material, you should have any questions, please do not hesitate to get in touch with me. We hope that you will join us at the Kansas City Convention in October, and we will look forward to welcoming you into membership in the NAES.

Sincerely,

Sondra Olson  
Membership Associate

o

HEADQUARTERS  
Communication-Electronics School Battalion  
Marine Corps Recruit Depot  
San Diego, California 92140

4:TJR:amm  
9 August 1966

National Association of Educational Broadcasters  
1346 Connecticut Avenue N. W.  
Washington, D. C. 20036

Dear Sir:

It is requested that information be provided concerning an associate membership for this organization. Of particular interest is a subscription to your journal.

Sincerely,



T. J. RYAN  
Capt USMCR

Address correspondence to:

Commanding Officer  
Communication-Electronics School Battalion  
Marine Corps Recruit Depot  
San Diego, California 92140

*Prospective  
Membership*

September 20, 1966

Mr. Samuel Pratt  
Dean, Fairleigh Dickinson University  
285 Madison Avenue  
Madison, New Jersey

Dear Mr. Pratt:

We are very pleased to hear of your interest in the organizational membership of the NABE. Enclosed is a brochure which will give you some indication of the services offered by the NABE to its members. Membership in this association will entitle you to receipt of our monthly Newsletter and the bi-monthly Journal along with various other publications and reports which are sent to our members from time to time.

Membership would also provide you with the opportunity to attend workshops, seminars and our annual convention, at which time you can swap knowledge with other educational broadcasters from all over the world.

If, after reviewing the enclosed materials, you should have further questions, please do not hesitate to get in touch with us. I am unable to suggest the specific category of membership which would be most applicable to your needs, but if you will indicate this by return mail, I will be in a better position to describe the many benefits to which you will be entitled as an NABEer.

Thank you, and we look forward to welcoming you as a new member in the NABE.

Sincerely,

Sonira Olson  
Membership Associate

Enc.  
o

# Fairleigh Dickinson University

RUTHERFORD      TEANECK      MADISON

FLORHAM-MADISON CAMPUS  
285 Madison Avenue  
Madison, New Jersey  
Frontier 7-4700

August 25, 1966

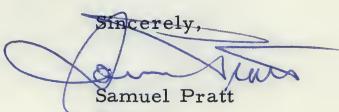
National Association of Educational Broadcasters  
1346 Connecticut Avenue, N. W.  
Washington, D. C.

Dear Sirs:

May I receive literature outlining the requirements  
for membership in your association and descriptions of the type  
of programs you sponsor.

Thank you for your consideration of this request.

Sincerely,

  
Samuel Pratt  
Dean

Scanned from the National Association of Educational Broadcasters Records  
at the Wisconsin Historical Society as part of  
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,  
University of Wisconsin-Madison Department of Communication Arts,  
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from  
the National Endowment for the Humanities

**MITH** MARYLAND INSTITUTE FOR  
TECHNOLOGY IN THE HUMANITIES

UNIVERSITY OF  
MARYLAND



WISCONSIN  
HISTORICAL  
SOCIETY



WISCONSIN  
UNIVERSITY OF WISCONSIN-MADISON



NATIONAL ENDOWMENT FOR THE  
Humanities

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